

The Melcor logo is displayed in a bold, white, sans-serif font against a blue background. The letters are closely spaced and have a slight shadow effect.

# MELCOR

LIVE. WORK. SHOP. PLAY.

# CAREER OPPORTUNITY

## Digital Marketing Specialist

### Where People Want to Work

Melcor is an award-winning employer with a proven track record of caring for and empowering our exceptional team.

If you are passionate about building and maintaining websites, driving web traffic via PPC, and reporting and you meet or exceed the position requirements, please send your resume to: [careers@melcor.ca](mailto:careers@melcor.ca) re: **Digital Marketing Specialist**

*We thank all applicants for their interest and effort in applying for this position. Only candidates selected for interviews will be contacted. Melcor is an equal opportunity employer committed to workplace diversity.*

### Who We Are

We are a diversified real estate development and asset management company. We transform raw land into high-quality finished product in both residential and commercial built form.

We develop and manage master-planned, mixed-use residential communities, business and industrial parks, office buildings, retail commercial centres and golf courses.

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**SEND RESUMES TO: [careers@melcor.ca](mailto:careers@melcor.ca)**

Please include the opportunity title in the subject line.

**Melcor.ca**

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# MELCOR

## DIGITAL MARKETING SPECIALIST

### WE ARE LOOKING FOR

A **digital marketing specialist** to manage and improve our online assets (over 30 websites!).

This position reports to the Director of Corporate Communications and is a key member of our team.



### WHAT YOU'LL DO

Your primary responsibilities will be developing and maintaining exceptional websites, digital marketing campaigns, and reporting on the success of our digital marketing programs.

- Develop new websites as required
- Manage, monitor and maintain existing websites
- Create and manage pay per click campaigns including AdWords, Facebook, etc.
- Create and maintain reporting for campaigns and websites

### ABOUT YOU

- You have 2 - 5 years of experience in digital marketing and web development
- You are an expert with WordPress, HTML, CSS, Google (AdWords, Analytics, Tag Manager)
- You are organized and able to manage multiple projects simultaneously
- You work independently to complete tasks but also brainstorm and collaborate with your colleagues

- You identify opportunities to optimize and improve processes
- You work calmly under pressure while maintaining a sense of urgency

### EXTRA POINTS FOR

- Adobe Photoshop/Creative Suite experience
- Graphic design experience
- A keen eye for detail