

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, maintaining and optimizing websites, driving traffic through PPC and SEO, and reporting on your stellar results, please send your resume to: 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.

SEND RESUMES TO: careers@melcor.ca

Please include the opportunity title in the subject line.

Melcor.ca



MELCOR

DIGITAL MARKETING SPECIALIST

WE ARE LOOKING FOR

A **digital marketing specialist** to build, manage and drive traffic to 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 designing, developing and maintaining exceptional websites, managing PPC and SEO, and reporting on the success of our digital marketing programs.

- Design & develop new websites as required
- Manage, monitor and optimize existing websites
- Create and manage pay per click (AdWords, Facebook) to drive traffic
- Create and maintain reporting on digital marketing activities
- Execute SEO strategies

ABOUT YOU

- You have 2 - 5 years of experience in web design & development, PPC and SEO
- You are an expert with WordPress, HTML, CSS, Google (AdWords, Analytics, Tag Manager)
- You have ninja level Adobe Creative Suite skills and an eye for good design
- You work independently to complete tasks but also brainstorm and collaborate with your colleagues
- You identify opportunities to optimize and improve processes
- You are organized and able to manage multiple projects simultaneously
- You work calmly under pressure while maintaining a sense of urgency

EXTRA POINTS FOR

- Google AdWords, Analytics and/or Facebook certifications
- A keen eye for detail