

## Digital Marketing Manager

*Toronto, ON*

### About Us

Inscape is a design enabler. We have been saying Yes since 1888 with a versatile portfolio of systems, storage and wall products that are adaptable and built to last. With care and consideration, and more than a century of expertise, our philosophy is to always do what we can to say Yes.

### About the Role

Reporting to the Director of Marketing, the Digital Marketing Manager is responsible to implement, track and optimize our digital marketing campaigns across all digital channels. The candidate will also coordinate all aspects of the website marketing landing pages, email marketing, digital brand awareness, influencer outreach, blog, and social media channels.

- No Direct Reports
- 100% Office

### Primary Tasks & Responsibilities

- Be the day to day lead for the company's digital strategy including social media, blog, website content, e-mail programs, SEO and SEM
- Oversee and implement the social media strategy for the company
- Write, edit, publish and maintain online content on the web pages to ensure content is accurate, up-to-date, and user focused and consistent with corporate standards and procedures related to web writing, content management, and style/brand guides
- Manage the content calendar for social media content
- Manage online brand and product campaigns to raise brand awareness
- Create and adhere to work back schedules, coordinate stakeholder meetings, create accurate agendas and notes for key meetings
- Collaborate with team members to coordinate the activation of new online content, and schedule removal of old pages
- Work directly with the Marketing Director to ensure projects are completed on time
- Cultivate and nurture relationships with media, bloggers and online influencers
- Identify opportunities by monitoring relevant social media news, trends, and technology
- Analyze performance of channels, campaigns, and programs on a monthly basis
- Implement tactical online marketing initiatives including event tracking, on site optimizations, keyword analysis, content creation, site auditing and competitive analysis

### Knowledge, Skills, Abilities & Education

- Strong understanding of current online marketing concepts, strategy and best practice

- Experience managing email marketing and social media platforms
- 3-5 years experience in a similar digital marketing role
- Strong teamwork, communication skills and customer support skills
- Outstanding written and spoken English
- Marketing Degree/Diploma is an asset
- Motivated, enthusiast individual who can work as a part of a collaborative team and individually

If you have the qualifications for the above position and are interested in joining a team oriented progressive company with excellent benefits, please submit your resume for consideration to [careers@inscapesolutions.com](mailto:careers@inscapesolutions.com).

We thank all applicants for their interest, but advise that only those selected for an interview will be contacted.

**Inscape values employment equity and is an equal opportunity employer.  
Inscape will provide reasonable accommodation to applicants with disabilities.**