

Digital Marketers, are you looking to advance your skillset in a progressive and dynamic team environment?

If you're a creative, self-motivated digital professional with a proven track-record of developing engaging experiences online then this may be the job for you.

Codan (Canada) Inc. has an exciting opportunity for a full-time Digital Marketing Specialist role. Based in Toronto and reporting to the Senior Manager, Digital, this position will assist with the implementation of content on the firm's website and social media channels, digital campaign production, web copywriting and SEO strategy. The role is hybrid remote.

Codan is the Toronto office of Conyers (conyers.com), a leading international law firm advising on the laws of Bermuda, the British Virgin Islands and the Cayman Islands. Conyers has over 140 lawyers in six offices worldwide and is affiliated with the Conyers Client Services group of companies which provide corporate administration, secretarial, trust and management services.

Core Responsibilities

- Build and deploy digital campaigns; working within Google Ads and Linked Campaign Manager to drive qualified traffic and generate leads for key practice groups globally
- Manage the day-to-day of our performance marketing channels by regularly testing and optimizing campaign strategies
- Support digital campaign production through keyword research, assembling strategy plans for local and global initiatives
- Monitor campaign performance and budget, delivering progress and insight reports on a regular basis
- Develop ad copy for search, display and social ads, landing pages and other digital platforms
- Collaborate with Communications and Creative teams to facilitate the distribution of content from drafting webpages in the CMS, social posts on the Loomly platform, email templates and graphics through to final upload on web, social and syndication channels
- Oversee the Digital team's project management boards, ensuring projects are delivered on-time and that all content producers are following department processes for consistency and accuracy across all digital mediums; including supervision of student internships throughout the year
- Together with the MarTech team, facilitate the distribution of content through email software, including building email templates, reviewing, testing and administering content to global audiences
- Oversee social media channels, including: LinkedIn, Facebook, Instagram and Twitter; moderating comments and inboxes, maintaining pages and profiles
- Track and analyze social media performance; generating reports to provide insights on traffic, demographics and effectiveness
- Support SEO strategy by developing and optimizing meta data and researching new trends to improve search engine rankings and conversion performance
- Actively participate in creative development and collaborate effectively cross-functionally with teams to ensure that integrated campaigns are successful in the digital space

- Support the Digital team on large-scale web projects such as project coordination, testing pages and testing rulings for new platforms (e.g. Search & Personalization tools)
- Measure and analyze digital and media channels, and campaign performance to enhance effectiveness
- Other digital and marketing tasks as assigned

Qualifications & Critical Skills

- A related university degree or a comparable equivalent in digital marketing, marketing or business
- Five years of professional experience in digital marketing, marketing or communications
- Experience in fast moving and demanding environment. Professional services experience preferred
- Advanced experience using Google Ads, LinkedIn Campaign Manager, Google Analytics (GA4), Google Data Studio
- Proven ability in developing and executing digital campaign strategies
- Familiarity with social media platforms and scheduling tools (e.g. Hootsuite, Loomly) and content management systems is an asset
- Proven ability to write and proofread a range of digital content (i.e. search and display ad copy, landing pages, social media posts)
- Experience using project management tools such as Monday.com, analytics tools such as SEMRush and user experience and prototyping tools such as Figma an asset
- Exceptional attention to detail and accuracy
- Strong judgement and interpersonal skills
- Proven time management and organizational skills with the ability to manage, prioritize and organize multiple projects
- Demonstrated success working with multiple stakeholders and evolving priorities
- Strong understanding of global and local strategies with the ability to bridge between them to ensure consistent, clear and compelling digital strategies tailored for different audiences
- Excellent verbal and written communications skills: timely follow-up, ability to articulate objectives, strategies and tactics to various roles and departments across the firm
- Strong computer skills required, including Microsoft Excel, PowerPoint, Word, etc.
- Experience with Canva, InterAction (or equivalent CRM software), Vuture (or equivalent email marketing software) is an asset

CVs may be submitted in complete confidence to:

Human Resources Manager, Codan

Email: careers@codanci.com