

# LOVE TO BE AT THE CENTRE OF DRIVING WATERLOO REGION'S BUSINESS INVESTMENT GROWTH? WANT TO BUILD YOUR DIGITAL MARKETING AND B2B LEAD GENERATION SKILL SET?

**JOB TITLE:** Digital Marketing Manager  
**EMPLOYMENT TYPE:** Full-time  
**DEPARTMENT:** Marketing  
**REPORTING TO:** Vice President, Marketing & Corporate Development

## WE ARE WATERLOO EDC, THE INVESTMENT PROMOTION AGENCY FOR WATERLOO REGION.

Waterloo EDC is not a team that sits back and watches things happen. We **make** things happen. We are a dedicated and passionate B2B sales and marketing team that works hard to ensure our community is growing and thriving.

We support growth and investment in our community and work purposefully to meet the needs of all partners and stakeholders. We are the one-stop concierge service for those looking to locate, relocate or expand in Waterloo Region. We are collaborative, professional and always put the client first. We are forward thinking, smart and approachable.

We are looking for a curious, driven and analytical team player for this digital marketing leadership role to join our small but mighty squad in a collaborative, fun and engaging environment located in the Communitech Hub.

## THE TEAM YOU'LL BE A PART OF

In this critical role, you will be an important member of the marketing team's leadership. Together, with our Business Development team, we are responsible for investment attraction and expansion in Waterloo Region, strengthening the awareness and brand equity of Waterloo Region globally and building strong stakeholder relationships, both locally and abroad, with public and private sector intermediaries and partners.

Our vision is to be a best-in-class B2B complex sales organization that is flexible, nimble and has a bias for action. As a new organization (just 5 years old), we have attracted more than \$1 billion in investment to Waterloo Region. We are results focused and are increasing our inbound marketing and internal lead generation capacity and capability. As our resident digital expert, your depth of knowledge and proven digital experience in a B2B environment will continue to elevate our marketing efforts, results and reputation.



**WATERLOO**EDC  
inventing the future

[waterlootedc.ca](http://waterlootedc.ca)

## YOUR ROLE AND VALUE TO THE ORGANIZATION

- You will own and provide leadership, planning, execution and monitoring for all digital and visual assets of Waterloo EDC, as well as the creation and execution of a digital strategy to increase inbound lead volume and conversions
- This role is both strategic and hands-on, and you will manage and inspire a diverse team including a marketing coordinator co-op, third party web developers, agencies and freelancers
- You will introduce Waterloo Region to potential customers across the globe and support increased awareness of our unique community both locally and internationally
- Working with the Marketing and Business Development teams, you will:
  - lead development of digital strategy and execute all associated tactics including monitoring of all campaigns and content
  - lead development of design/visual strategy, and manage and execute all related projects/tactics
  - build and nurture our global online community via digital B2B marketing campaigns to increase quality and volume of inbound conversions, build website traffic and optimize our social media performance
  - own marketing “tech stack” such as the marketing automation platform (Hubspot), and including structure, maintenance, content, social publishing and landing pages
  - co-manage the successful delivery of the marketing budget, marketing KPI’s and goals, as well as the development of the annual marketing plan
  - maintain a best-in-class digital experience for our customers and manage all aspects of our website including updating content through a CMS
  - improve organic search performance and page ranking by implementing an SEO strategy and best practices
  - working with the Marketing and Communications Manager, create marketing content including web pages, infographics, digital ads, promotional collateral, videos, etc.
  - support and promote a unified Waterloo EDC brand and Waterloo Region narrative and visual representation across all messaging, design, media and content

## YOUR EDUCATION AND SKILL REQUIREMENTS

- Applicable post-secondary degree in Sales, Marketing, or related discipline
- Minimum of 5 years of digital marketing experience in a B2B inbound marketing focused environment and active part of the digital marketing community – a true “digital native”
- Knowledge and experience in managing digital and social media ad campaigns for lead generation using LinkedIn, Twitter, Google AdWords, plus other platforms
- Expert in managing marketing automation platforms, website, SEO/SEM, social media, and digital media best practices
- Experience in UX and UI, and general knowledge of Adobe, InDesign, Illustrator and Photoshop



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- Understanding of CASL, GDPR and other relevant privacy laws as well as AODA
- Robust analytical and creative problem-solving skills – you use research, analytics and creative thinking to adapt and find solutions
- You are a team player and a self-starter. We move fast, work together and get the job done
- You are passionate about the Waterloo Region community!

**The deadline to apply is April 28th, 2021. Please send your cover letter and resume to [careers@waterloedc.ca](mailto:careers@waterloedc.ca). Please put "Application: Digital Marketing Manager (Your Name)" in the subject line. Resumes submitted after the deadline will not be considered.**

**Note: only applicants selected for interviews will be contacted. We are committed to workplace diversity and inclusion, and thank all applicants in advance. Accommodations are available during all stages of the recruitment process in accordance with the Human Rights Code. If you require accommodation, please contact us at [careers@waterloedc.ca](mailto:careers@waterloedc.ca).**



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