

Digital Marketing Manager

Are you looking for an opportunity to use your considerable skills marketing to drive growth for an innovative, Calgary-based SaaS company?

What you'll be doing:

We are searching for a highly creative and curious Digital Marketing Manager to join our marketing team. In this position, you will be responsible for all aspects of our digital marketing campaigns. Your central goal is to help generate inbound leads while also extending our brand's reach and awareness. Your duties will include planning, implementing, and monitoring campaigns across all digital networks. Our ideal candidate is someone with experience in marketing, online advertising and social media management.

- Manage and oversee all aspects of digital marketing including database marketing, email marketing, paid search and display advertising campaigns.
- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI across campaigns.
- Track, report, and analyze website analytics and PPC initiatives and campaigns.
- Provide recommendations / guidelines for optimizing content and landing pages for paid search engine marketing and other campaigns.
- Perform ongoing paid keyword discovery, expansion and optimization.
- SEO and SEM keyword definition and optimization to identify gaps and new opportunities, preparing and executing on-page optimization strategies.
- Responsible for monitoring and actioning website and social traffic requests
- Reviews social media metrics and provides recommendations on which content to boost, repost.
- Develop and monitor campaign budgets.
- Prepare accurate reports on our marketing campaign's overall performance
- Coordinate with advertising and media experts to improve marketing results.
- Identify the latest trends and technologies affecting our industry.
- Evaluate important metrics that affect our website traffic, and target audience.
- Participate in marketing activities to support sales and other functions of the business that may extent beyond digital marketing to include traditional marketing (i.e. planning events, creating print marketing collateral, etc.)

What you'll need:

- Bachelor's Degree or Diploma in Marketing



- Minimum 2 years experience in B2B marketing, successfully developing and executing SEO/SEM campaigns with a solid understanding of performance marketing, conversion, and online customer acquisition.
- Experience in mapping and implementing end-to-end digital marketing campaigns
- Experience with WordPress, Google Ads, Google Analytics, Social Media paid ads (including LinkedIn InMail Campaigns) and HubSpot is highly preferred

Salary and Benefits:

- salary dependent on skills and experience
- extended health benefits
- paid vacation, stat holidays
- Opportunity for professional growth and advancement

Location:

This position will be a hybrid position. WaitWell places a high value on teamwork, collaboration, and culture. We currently work out of the Railyards Work Nicer location 2-3 days per week and remotely the rest of the time.

Why WaitWell?

WaitWell is a small Calgary-based start-up with big plans to grow our business into something massive. We believe that “fast is the way forward”. We are not afraid to take risks, so we try new things every day. When we win, we celebrate. When we lose, we learn. As part of a small team, you will work closely with the executive/founding team, all of whom have decades of experience in scaling SaaS companies, including some of Alberta’s most well-known tech companies. You will be close to the action and have the opportunity to learn new skills and make a contribution in an exciting, fast-paced environment.

Ready to do something big?

Send your resume to shannon@waitwell.ca and a cover letter letting us know why you’d be a great fit for WaitWell.

About WaitWell

Founded in Calgary in 2020, WaitWell is focused on solving the very real problem that many organizations face: customers have to wait for service, but standing in line is a terrible user experience. WaitWell offers a powerful dashboard, as well as Reports & Analytics to give operators valuable insights into the customer wait experience, service times, ticket volumes and staff performance. WaitWell improves customer experience at Universities, museums, recreation centres, retail stores, clinics and anywhere else people have to wait for service.

WaitWell is the winner of StartupTNT Investment Summit IV, an alumnus of Creative Destruction Labs(CDL), a Platform Calgary Launch Party Top 10 Startup finalist and winner of the Calgary Chamber MNP Innovation Award for 2021.