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### **JOB DESCRIPTION**

Date Posted: May 9, 2019  
Company: Alive Publishing Group Inc.  
Position: Digital Marketing Manager  
Reporting to: Associate Publisher  
Status: Permanent/Full time

#### **General Description**

The role of the **Digital Marketing Manager** is to manage and lead the Alive Publishing Group's (APG) digital content & development team in order to achieve strategic digital media goals. The responsibilities encompass all digital platforms, and the strategy behind the use and growth of each. This includes, for multiple brands, social media channels, websites and newsletters, as well as other proprietary mediums. The position will drive all efforts in social media advertising, social media consumer engagement, influencer marketing, Google Adwords, website optimization/maintenance, digital content strategy for social and web, and requires ongoing research and staying up-to-date on online advertising best practices. The right candidate is ambitious, creative, outgoing, and willing to get in there and do the work!

#### **Outcomes/Critical Success Factors**

- Plan & develop digital growth objectives and strategies for SEO, content marketing, website development and digital advertising.
- Website maintenance & management.
- Create highly-engaging and informative content strategies for Facebook, Instagram and Web that embody the APG brands.
- Increase total social media fans (FB + IG) by 100% year over year.
- Increase social media engagement by 50% year over year.
- Increase website traffic by 50% year over year.
- Reduce website bounce rate to 55% and maintain.

#### **Competencies**

- Business or marketing-related degree with 5-7 years experience
- Proven track record for successfully launching brands in digital and social media.
- Creative, inquisitive and adaptable to rapidly changing digital landscape – actively shares ideas with cross-functional team.
- Values aligned with APG and our readers.
- Passion for the natural health and wellness industry.
- Self-motivated, ambitious, high achiever, entrepreneurial mindset.
- Organized and detail oriented.
- Strong understanding and experience with Google Analytics – able to make data based decisions.
- Strong understanding of Wordpress and backend site management
- Strong understanding of social media advertising including; backend ads, influencer marketing & engagement boosts.
- Take a lead role in educating stakeholders about best practices and emerging trends pertaining to digital optimization, content strategy, SEO, social media, digital advertising.
- Establish, maintain and report on key performance indicators relevant to digital marketing programs.
- Maintain good a relationships with partners, influencers, & brands



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**What's in it for you?**

- Work for *the* trendsetter in natural health
- Competitive salary + uncapped commission
- Extended health & dental benefits
- Onsite gym
- Employee recognition program
- A swanky Christmas party
- The list goes on and on and on!

To apply for this incredible career opportunity, please email [jane.griffiths@alive.com](mailto:jane.griffiths@alive.com) and include a cover letter telling us why you are awesome and attach a copy of your resume. Look forward to hearing from you!

