



Join our team!

Digital Marketing Lead - Bilingual (French & English)



CENGN is Canada's Centre of Excellence in Next Generation Networks. Our mission is to drive innovation and adoption of advanced networking technologies in Canada through our Living Labs and advanced networking infrastructure, technical expertise, talent development, and partner ecosystem, enabling the digital transformation and competitiveness of Canadian industry and the commercial growth of Canadian digital technology solutions.

This year, CENGN celebrates its 10th anniversary of delivering significant impact and growth for Canada's innovation ecosystem: enabling the commercial growth of 100s of small and medium enterprises (SMEs), training 1000s of individuals in industry-coveted advanced networking and cloud skills, and maintaining a >10:1 ROI for our funders.

With the digital transformation opportunity valued at over \$200 billion in Canada, it is clear the new competitive landscape is being driven by digital innovation and the ability to integrate this technology across industries. Join our team, as we work with our ecosystem of technology, innovation, government, and academic partners to build Living Lab testing infrastructure and deliver services that accelerate the testing, validation, demonstration, commercialization, and adoption of digital innovation across Canada.

For more information, check out: <https://www.cengn.ca>

The CENGN Advantage



Career Development

An agile company in a modern setting where your ideas and opportunities for growth are nurtured and encouraged



Canadian Innovation Support

Be part of an organization that drives digital by providing Canadian start-ups and scaleups as well as tech students and professionals the ability to succeed



Great People

The advantage of working with colleagues passionate about their contributions and united under the same mission



Work Where You Work Best

Remote or hybrid options to suit your individual professional and personal needs

Benefits

- Attractive and Competitive Group Benefit Plan
- Phone plan reimbursement
- Employer paid RSP contribution with no matching requirement

Wellness and Development

- Annual fitness and training and development allowance
- Wellness webinars, lunch and learns, and social events

Vacation and Time Off

- Three weeks vacation plus personal and sick days
- Annual Christmas shutdown

The Opportunity

Reporting to the Senior Manager of Marketing and Communications, the Digital Marketing Lead contributes to the ongoing development of the corporate marketing strategy, as well as executes on key marketing deliverables. By taking a leading role in the improvement, strategic development and structure of the website, developing and producing key online marketing and promotional collateral, as well as driving online traffic, engagement, and brand growth through analyzing metrics and taking action; the Digital Marketing Lead supports the organization with their marketing expertise and best practices.

This position involves event management and execution, requiring the employee to be available outside normal working hours sporadically throughout the year.

Location: Remote

Salary: \$77,000.00 - \$87,000.00



Key Responsibilities:

- Take on ownership of the website, its page creation, navigation, look and feel, and strategic evolution.
- Lead aesthetic design to ensure CENGN is optimized for branding, impact, SEO, web development, etc.
- Build long- and short-term strategies for online campaigns to build engagement and increase CENGN's online presence.
- Integrate online activities with overall marketing strategy to ensure optimization of CENGN's brand.
- Identify the need for and create new collateral which embodies CENGN's mission and promotes its services.
- Produce data-driven reports and strategies by collecting, analyzing, and summarizing CENGN's online health and its brand position related to its competitors.
- Support all departments by providing marketing collateral, landing pages, and slide decks that promote CENGN's services, impact, and mission to our ecosystem.
- Develop and enforce a purposeful and strong CENGN brand across all company outputs.
- Improve, manage, and maintain all conversion funnels for different target audiences, owning the customer journey and automating the lead generation process from web conversion to the CENGN CRM.
- Collaborate with the Content Marketing Specialist to grow CENGN's brand presence through content, social media, and events.
- Convince others that your creative ideas are worth investing time and effort in.
- Create and maintain a customer database.
- Other duties as required.



Experience:

- The depth of skill we are seeking for successful execution of this role would usually be attained as a result of 5+ years of experience.
- Telecom and networking industry work experience would be considered an asset.



Key Competencies/Qualifications:

- Must have demonstrated experience in content creation, web advertising, social media platforms, website management and SEO (Search Engine Optimization).
- Experience with website building and website auditing tools to develop, maintain, and report on the effectiveness of a website, ensuring its structural health and alignment with an organization's brand and objectives. Knowledge in WordPress, Ahrefs, CrazyEgg, BuzzSumo, Hubspot, or equivalents would be considered an asset.
- Well-versed in designing print and online graphics/collateral that follows brand guidelines and drives company objectives. Experience in Adobe Creative Suite products will be considered an asset.
- A strategic thinker who can develop and execute long-term action plans based on company goals, metrics, and marketing best practices.
- Experience developing graphics for outreach tools and social media, like X, Hootsuite, Facebook, LinkedIn, Meetup, Mailchimp, Instagram, and Eventbrite.
- Experience managing lead traffic funnels from online to website to CRM and newsletter.
- Excellent communication skills; particularly in relation to public-facing content.
- High level of creativity in drafting marketing material.
- Video production from start to finish; video strategy, video planning, script creation, videography, video editing, promoting. Experience with PremierePro, LightingRoom, and AfterEffect will be considered an asset.



Education:

- University degree or college diploma in marketing, business, communications or other related and relevant experience.



Languages:

- English oral, reading and writing
- French oral, reading, and writing

Interested and qualified candidates are invited to forward their resume in confidence to CENGN via [CENGN's Application Portal](#).

Follow us!



CENGN reserves the right to remove this posting prior to the application deadline. CENGN thanks all applicants for their interest; however, only those selected for an interview will be acknowledged. CENGN is an equal opportunity employer.