

THE truffles GROUP

CREATING GENUINE, ELEVATED GUEST AND TEAM EXPERIENCES

Title: Digital Marketing Specialist

About us: Locally owned and operated, The Truffles Group focuses on creating genuine, elevated guest and team experiences. Over the past 25 years they have grown from one employee to over 450, and from one brand to six! Their group of companies includes Cascadia Liquor, Flight Cannabis Co., Habitat Café, Heritage Quay Developments, Victoria Butterfly Gardens, and Truffles Catering. They grow their business responsibly and ethically on a foundation and commitment to their core values: Quality, Integrity, Community, Growth, and FUN!

Job Purpose

The Digital Marketing Specialist supports our Marketing and Operations teams to execute, optimize and report on the digital and e-commerce platforms for our dynamic group of companies. You will increase our overall understanding of our consumers and utilize insights to create and optimize our digital marketing, communications, and promotions strategies to increase sales through your digital marketing ingenuity, expertise and savvy.

Compensation: Salary range of \$55,000-\$65,000 per year.

Position Details: Full-time, permanent on-site position. Our beautiful office is in Vic West, conveniently located close to Galloping Goose. Working hours will generally occur from Monday to Friday, 40 hours per week. The hours of work may vary and may be irregular and will be those hours necessary to meet the requirements of the job.

Benefits: We offer 100% employer paid extended health and dental, RRSP matching, health and wellness, professional development tuition, donation matching and more! Learn more about the amazing employee perks we offer at trufflesgroup.com/careers

Key Responsibilities

- Provide insights regarding our consumer base and industry from a marketing data and analytics frame
- Maintain a deep understanding of consumer behaviours, measured through analytics and key metrics
- Ensure website management and e-commerce management using Shopify and Dutchie
- Optimize and report on SEO and SEM ecosystems, including local SEO online business listings
- Update and maintain e-commerce platforms in partnership with Marketing and Operations teams
- Expand on and execute email marketing and landing page strategies
- Create and manage digital advertising in partnership with the Marketing team
- Manage all brands in their digital presence (Google Suite)

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- Maintain on-site marketing strategies in partnership with the Marketing and Operations teams
- Develop client personas to utilize with the Marketing team to tell our story effectively
- Manage loyalty programs for Cascadia
- Report on monthly sales, analytics and measure ROI
- Continually understand the needs of the business and drive for results
- Such other and unrelated duties as may be assigned from time to time by the Employer

Required Education, Skills, and Qualifications

- Post secondary education in marketing or equivalent skills and experience
- 2+ years working within a digital marketing environment
- Experience in a supervisory role (an asset)
- Thorough understanding of Google Analytics, Google AdWords, Tag Manager, Facebook Pixel, etc.
- Experience developing and maintaining highly organized social media advertising
- Background in search engine management and optimization (SEM and SEO)
- Working knowledge of email marketing workflows and audience management
- Developed skillset in distilling complicated data into digestible and visual executive presentations
- Ability to work cross functionally with the rest of the marketing team including the social media and content specialist
- Proficiency in MS Office Suite
- Experience implementing web/online best practices
- Ability to work independently and efficiently
- Strong organizational and time management skills
- Ability to adapt to change and be flexible working in a fast-paced, dynamic environment
- Enthusiasm and self-motivation as a proactive and collaborative team player
- Resourceful and enjoys taking on new challenges

Disclaimer Clause

The above statements are intended to describe the general nature and level of the work being performed by the employee assigned to this position. There is no exhaustive list of all duties and responsibilities, knowledge, skills, abilities, physical job demands and working conditions associated with this position.

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