

Digital and Email Marketing Specialist

We are looking for a dynamic tech-savvy marketing professional to manage our digital marketing campaigns, with focus on email marketing, CRM and marketing automation, website management and SEO. The successful candidate will have experience in digital marketing and demand generation. This person will be supporting two Marketing Managers for any digital campaign needs and will be reporting directly to VP of Marketing.

Location: Toronto/GTA preferred, or East Coast of USA

Responsibilities:

- Manage the marketing automation platform including drip programs, email campaigns, prospects, reporting, automations, and all other platform components
- Assume full administrator responsibilities for managing Salesforce database supporting all sales and marketing needs
- Create/update HTML emails, online webpages, responsive templates and forms
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content
- Create/update website pages, landing pages, etc. as needed.
- Optimize lead nurturing processes through email, content, and social channels
- Research and manage digital banner ads with different media channels.
- Assess website traffic and analytics to ensure optimal website performance, content consumption, organic search listings, user experiences and conversions
- Research and implement SEO best practices; manage AdWords account and campaigns

Requirements:

- Bachelor's Degree in Business or Marketing is preferred
- 3+ years of experience in digital marketing, demand generation, social media
- Deep insight and passion for marketing analytics
- Experience with CRM (Salesforce preferably) and marketing automation systems such as Marketo, Pardot or Hubspot
- Experience using CMS, HTML, Google AdWords and Google Analytics
- Excellent verbal and written communication skills
- Strong project management skills
- Attention to detail and timelines
- Self-motivated team player, willing to take initiative
- Knowledge of the residential construction industry and/or software industry an asset

To apply for this position please submit your resume to:

Elmira Abushayeva, Vice President of Marketing at eabushayeva@constellationhb.com

About the company:

Constellation HomeBuilder Systems (CHS) is the leading software provider exclusively focused on the homebuilding industry. Our comprehensive suite of homebuilding software solutions range from production and accounting, new home sales and marketing, home warranty and service and home builder website solutions. Our company is the fastest growing and most successful provider of fully integrated information management solutions for homebuilders. Our team is composed of experienced and motivated self-starters who enjoy the thrill of working in a fast-paced environment.

Our parent company is Constellation Software Inc., a well-capitalized, publicly traded company that specializes in vertical market software. Join our team for the benefit of working with a medium sized company while enjoying the support and opportunity of being part of a large organization.