

YOUR favourite THING TO DRIVE, IS A GREAT idea.

DIGITAL MARKETING ADVISOR, BRIDGEWATER BANK, CALGARY AB – 18 MONTH MATERNITY LEAVE CONTRACT

You sleep and breathe digital media. You also have a whole lot of experience and proof that you know how to get results over the short and long term. You demand creative excellence, thrive on challenges, love to laugh and believe in the power of human connections — and we like that about you.

What moves you

- You're collaborative, team-oriented, and comfortable working with people from all levels of the bank.
- You're flexible, adaptable, unflappable, and thrive in a fast-past environment — change is your middle name.
- You're an experienced digital superstar who is confident in recommending the best way forward.
- You're a self-starter and enjoy working independently but also love the collaboration that comes with being a part of a team.
- You're an excellent communicator, an even better listener, and have an almost telepathic ability to anticipate the needs of others.
- You manage your time as expertly as you manage your projects — prioritizing, planning, and organizing are part of your DNA.
- You're the perfect combination of right-brained creativity along with left-brain problem-solving and analytical skills.

What you'll do

- Report to the Manager, Product, Marketing and Communications and collaborate with your amazing teammates on the daily
- Support B2B marketing programs across multiple channels using marketing communications and brand management best practices.
- Create and execute targeted email marketing campaigns including design, copy, set up and automation.
- Work independently, and with an inbound agency, to actively propose new and improved inbound marketing campaigns.
- Maintain, develop and optimize bank web properties.
- Develop, implement and monitor measurements to ensure marketing activities are optimally supporting the overall strategic objectives and the value proposition. Use results to recommend appropriate enhancements.
- Manage collaborative working relationships with preferred partners and AMA services.
- Support marketing research projects.

What you've done

- You have post-secondary education in business, web design\development, communications, marketing or a related area.
- If your experience is in anything else, tell us about it and why it's relevant to your career as a marketer.
- You have three to five years' experience in digital marketing working with email marketing, inbound and web.
- You've been known to show off some design skills with Photoshop InDesign, Adobe Creative Suite, Constant Contact.
- You understand B2B marketing.
- You're familiar with content management systems and know how to build it beautifully in WordPress
- You've done some web writing before and are familiar with CP Style.
- You'll get bonus points if you have a background in financial services or experience managing social media channels.
- You're familiar with office-related software programs (MS Office).

If this is you, we want to see you. And you want to see us.

Apply today to careers@bridgewaterbank.ca