



Junction Digital is a digital marketing services company that provides local and regional clients with a full suite of online marketing solutions. We are affiliated with CHCH TV in Hamilton.

Job posting: Digital Marketing Specialist

Reporting to: Vice President

Job location: 2844 Dundas St. West, Toronto, Ontario

Position Summary:

In this role you will be responsible for successfully managing clients' digital marketing campaigns, ensuring they are properly set up and executed. We are looking for a creative and detail oriented individual who will take ownership of the planning, trafficking and reporting processes to ensure outstanding results for our clients. As Digital Media Specialist, you will be working on various platforms including the Google Marketing Platform, Google Search, Facebook and DFP. You have experience on a trading desk as well as setting up and managing paid search and social media campaigns. You know your way around Excel and PowerPoint. You are comfortable getting on a call with a client as the need arises to discuss campaign metrics.

Responsibilities Include:

- Work with Sales to understand and fulfill the objectives of our clients
- Traffic advertising campaigns across search, social media and programmatic platforms
- Make recommendations to optimize results
- Measure and report on results and develop best practices

Experience

- Minimum 1-2 years of relevant work experience in digital marketing
- Experience with programmatic advertising
- Experience with paid search and paid social marketing
- You are comfortable meeting/conferencing with clients as needed
- Knowledge of Excel & PowerPoint

Qualities /Aptitudes:

- Solid knowledge of digital media. You understand the technology and digital media. You are always learning to stay up to date.
- Very organized with attention to detail
- Good communications skills
- You are self-motivated, can take the lead in your area of expertise and are a team player
- You get the work done even when you are up against multiple deadlines and can prioritize tasks

Quoting ref# DMS-2018-12, please send your résumé with cover letter and salary expectations, in confidence to: careers@junctiondigital.ca (no phone calls please)

About Junction Digital

We are located in Toronto's west end on Dundas St. West, in the heart of the growing Junction neighbourhood. We work out of the Channel Zero building at 2844 Dundas St. West. The company provides a full benefits package and competitive compensation. The work environment is casual and we share our space with our TV colleagues. This is a great opportunity to join a small team in a growth environment.

Junction Digital Inc. is a member of the Channel Zero group of companies and along with its subsidiaries, affiliates, and related companies is an equal opportunity employer dedicated to diversity in its workforce. Please note that all qualified candidates are encouraged to apply but applications from Canadians and permanent residents will be given priority. We thank all applicants for their interest; however, only selected candidates will be contacted. No telephone calls or agencies please.