

Are you ready to start a challenging new career? Are you a team player, enthusiastic, and motivated to achieve great things? Start a career like no other at Gescan, one of the largest electrical distribution networks in the world. We are passionate about offering our employees challenges, responsibilities, coaching and learning opportunities to bring their careers to the next level.

We are currently looking for a **Digital Marketing Specialist** to be the newest member of Gescan and join the **Coquitlam** team.

The Digital Marketing Specialist will be responsible for working with the digital marketing team to help oversee the digital advertising and exposure for all Gescan online properties.

Job duties will include maintaining multiple websites content, SEO and SEM, SMO, marketplaces and working closely with the marketing team on vendor promotions.

Other responsibilities include:

Brainstorm new and creative growth strategies

Collaborate with internal teams to create landing pages and optimize the online user experience

Evaluate emerging technologies, and develop new growth programs from conception to execution.

Provide thought leadership and perspective for adoption where appropriate

Management of content for all Gescan websites, primarily updating content via a CMS and making

recommendations on enhancements to the development team Identifying technical/programming

issues and basic content updates related to Gescan websites, online ordering, shipping, etc.

Creating local or promotional digital support materials, such as landing pages

Support other online elements for the brand including Local Business listings, maps, etc.

Evaluate emerging technologies.

Provide thought leadership and perspective for adoption where appropriate

Experience:

Able to work with minimal supervision

3-5 years proven working experience in digital marketing/eCommerce

Demonstrate experience creating, leading and managing SEO/SEM, remarketing, email, affiliate marketing, social media and/or display advertising campaigns

Lead Gen acquisition experience a plus

Campaign ROI analysis and report abilities for C-Level executives

Experience in optimizing landing pages and user funnels Experience with A/B and multivariate experiments

Solid knowledge of Google Analytics

Power BI knowledge a plus

Up-to-date with the latest trends and best practices in online marketing and measurement

Ability to work in a small, but fun team environment We are interested in knowing you more.

We are interested in knowing you more. Start an exciting new career and enjoy a number of employee benefits by applying online. Gescan is very thankful for your interest in joining the team, only individuals selected for interview will be contacted.

More information on Gescan:

Website: www.Gescan.com

Twitter: [@gescanwest](https://twitter.com/gescanwest)

Facebook: [Gescan Canada](https://www.facebook.com/GescanCanada)

LinkedIn: [Gescan](#)

YouTube: [GescanTV](#)