

A unique Digital Marketing Opportunity!

BOATsmart! Canada is the nation's largest safe boating educator and provider of the Pleasure Craft Operator Card. We are a marketing driven organization that is undergoing explosive growth and expansion. We are looking for a dynamic **Online Marketing Coordinator** to run our digital program and to join our entrepreneurial and energetic culture.

Position Title: Online Marketing Coordinator

Position Type: Full Time

Position Category: Marketing/Communications/Public Relations

Experience: Minimum 2 years

Education: BA/BSc

Job Description:

- This position will manage website development projects, maintenance, and content implementation for various BOATsmart! websites. The ideal candidate will also be competent at developing social media programs and comfortable with using social media to engage a consumer audience that create revenue opportunities.

Requirements:

Required:

- Post secondary degree/diploma.
- Experience in online marketing or related marketing.
- Proven project management skills.
- Corporate web design skills.
- Search Engine Optimization & Search Engine Marketing techniques.
- Social Media savvy and comfort.
- Capable of developing and managing Direct-to-Consumer campaigns.
- Outside vendor management experience.

Preferred:

- Design applications: Macromedia Dreamweaver MX & Flash MX, Adobe Photoshop & Adobe ImageReady.
- Web development skills including: HTML, DHTML, JavaScript, CSS, PERL, CGI, ASP.
- Web analytics, SQL, Database Management.
- Web standards & guidelines experience.

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Email: greatjobs@BoatSmartExam.com



The Assignment

Key Accountabilities:

- Lead the development of new digital marketing initiatives.
- Implement the digital marketing plan and achieve marketing objectives.
- Maximize the return on investment in Online Marketing & Sales by effectively project managing website development and maintenance projects, including stakeholder/legal approval and translation.
- Participate in integrated marketing campaigns to assist in execution of online marketing objectives, including regular stakeholder meetings and vendor relations.
- Implement Search Engine Optimization to drive revenue by increasing the number of qualified visitors to BOATsmart! web sites and develop new revenue tracking and reporting capabilities for the web site.

Web Site Maintenance / Development:

- Manage select website development projects, align with stakeholder and business objectives, minimizing time to market.
- Manage maintenance process to ensure all requests are responded in a timely manor.
- Ensure all new web initiatives adhere to BOATsmart! Brand Standards as determined by the Marketing team.
- Implement Search Engine Optimization best practices.
- Generate website traffic reports for key stakeholders.
- Ensure proper version control of website files is maintained.
- Drive recommended best practices around information architecture, and developing mock-ups / prototypes for Integrated Campaigns.
- Ensure overall project tasks and deliverables are met within provided time frames.
- Ensure all pages are accurate, function properly and comply with all BOATsmart! regulatory standards and online requirements.
- Provide consulting advice on website best practices as required.
- Manager vendor relationships to ensure that work is done in a timely and cost efficient manner.
- Ensure that project deliverables are of a high quality and any development adheres to the standards of BOATsmart!

We thank all interested candidates however only those selected for an interview will be contacted.

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