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**Position Description**

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**Title:** Digital Marketing Specialist – North America

**Location:** Vancouver

**Hours:** 0800-1600 Monday - Friday

**Reporting to:** **Regional Managers**

**Direct Reports:** None

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**Proactive and the Position Available**

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Proactive is a global, multimedia organisation providing real-time financial news, feature reports, analysis, and broadcast interviews from a network of news bureaus spanning three continents. We are looking for a highly qualified Digital Marketing Specialist with interest and experience in financial markets to join our high-performing and close-knit team. The ideal candidate is an enthusiastic, dedicated, ambitious quick learner with a team-first attitude. You will be helping us take care of a diverse, growing client base that is fun to work with and challenges you (in a good way) every day.

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**Principal Responsibilities**

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Reporting to the Management the Digital Marketing Specialist will have the following responsibilities:

- Plan and execute digital targeting campaigns utilizing email marketing, brand awareness, investor relations, and social media marketing within an agreed campaign budget allocation
- Managing effective deployment of campaigns across multiple text, display and video ad and native ad platforms including Google, Yahoo, Outbrain, Taboola, Revcontent and others
- Agree, track and report campaign and success metrics
- Communicate client needs and expectations to internal stakeholders
- Collaborate with sales teams to help win new business
- Service multiple clients concurrently whilst consistently meeting deadlines
- Work with internal stakeholders to create and refine campaigns
- Report on performance of digital marketing activities and compare results against KPI's
- Record all client transactions in Salesforce

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## Requirements

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### Skills, Qualifications and Experience

#### Essential:

- A minimum of 5 years' experience in a digital marketing
- Experience in developing and delivering client-focused solutions
- In-depth knowledge of best practices across mobile, email, social media, and video mediums
- Highly creative with excellent analytical abilities.
- Ability to communicate client needs to team members
- Ability to work remotely and in-office
- Good Influencing and negotiating skills in person and on the telephone
- Ability to manage multiple projects and relationships simultaneously
- Outstanding communication, listening and interpersonal skills.
- Up to date on the latest trends and technologies in digital marketing
- Polished presentation skills
- Strong time management skills
- Highly numerate
- Must be a professional and enthusiastic team player
- Experience working with or for organizations operating in the Canadian equities market

#### Desirable:

- Bachelor's degree in marketing or relevant field.
- Project management experience/qualifications
- IR/PR experience with smaller publicly listed companies
- Experience with Salesforce Marketing Cloud and CRM
- CMA credentials in Digital Marketing, Integrated Branding, Marketing Math
- Experience in programmatic ad buying, real-time bidding and header bidding

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## Work Environment

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- Established 15 years ago in London, England, Proactive has grown its operations to become a team of 85 people serving a client base across all business lines of approximately 800 companies. With offices in Vancouver, Toronto, New York, London, Sydney, and Perth, we are truly multinational, and our employees work together across jurisdictions on a daily basis.
- We hire highly experienced professionals and work hard to retain them by providing a comfortable and motivating work environment. Our turnover rate is low – you will have plenty of experience to draw on if you have a question, need help creating a solution, or have an idea you think can improve the business.
- We do not micromanage – we will hire you, provide necessary training, and then trust you to live up to your own high standards. You will work as an important part of a group where every member of the team wants to see you succeed. We are a big enough company to provide stability and comprehensive

support for your role, but small enough that high performers stand out. Put another way, there is plenty of potential for advancement.

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## Application

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If you believe you can add something to our organisation, email us at [recruitment@proactiveinvestors.com](mailto:recruitment@proactiveinvestors.com). Provide a work history with contact details, a word on availability and tell us why you are interested in working on our team.