

<b>Description</b>	
<b>Job Title</b>	Digital Marketing Communications Specialist
<b>Reports to Title</b>	Sr. Manager Marketing
<b>General Accountability</b>	<p>Our mission is to Profoundly change the standard of care by creating a tomorrow where clinicians can confidently ablate tissue with precision; a tomorrow where patients have access to safe and effective treatment options, so they can quickly return to their daily lives. Changing the standard of care is part of our fabric. We are a group of energetic, problem-solvers focused on innovation, and looking to change the world. If you want to make a Profound impact with your career, while making a difference in other people’s lives, here is your chance.</p> <p>The Digital Marketing Communications Specialist as a member of the Global Marketing team works with internal and external clients on implementing strategies and plans in support of Profound’s priorities and initiatives. The specialist assists the Canada, US and EMEA teams team with implementing strategies, growing brand recognition and driving patient awareness. They will play a key role in communication particularly through digital/social media marketing communication channels in order to reach a variety of audiences through high frequency effective message delivery. They are also responsible to assist with writing, editing and crafting marketing materials, communications and campaigns; online and offline marketing material distribution.</p>
<b>Duties and Responsibilities</b>	<ol style="list-style-type: none"> <li>1. SEO (search engine optimization) and generation of inbound traffic for all websites including corporate and patient focused.</li> <li>2. Collects customer data and analyses interactions and visits, plus uses this information to create comprehensive reports and improve campaigns</li> <li>3. Assists with the implementation of marketing and social media campaigns, content ideation, and implementation schedules in collaboration with Marketing team</li> <li>4. Grows and expands company social media presence into new social media platforms while increasing presence on existing platforms including Facebook, LinkedIn, and twitter.</li> <li>5. Creates and distributes engaging written or graphic content in the form of web page and blog content, or social media messages for multiple target audiences including physicians and patients.</li> <li>6. Ensures brand consistency Globally in marketing and social media messages by working closely with SR. Marketing Manager, including advertising and brand management</li> <li>7. Reports progress on campaign success to Sr. Marketing Manager including analyzing key metrics, and compiling reports showing results (ROI).</li> <li>8. Researches and monitors activity of company competitors</li> </ol>

<b>Competencies</b>	
<b>Education</b>	BSc in Marketing, Communications or other related field
<b>Certifications</b>	None
<b>Key Attributes (experience, skills and technical knowledge)</b>	<ul style="list-style-type: none"> <li>• Minimum 3-10 years working experience</li> <li>• Hands on experience and proven success in marketing, digital, social media, and digital promotion supporting Canada, Asia, and EMEA</li> <li>• Strong technical, verbal and written communication skills to reach a variety of stakeholders</li> <li>• Hands on experience and proven success in digital and web-based marketing</li> <li>• Results focused with experience in working successfully Globally on multiple assignments and deliverables simultaneously</li> <li>• Thrives on working in a fast-paced business environment</li> <li>• Strong attention to detail and analytical skills</li> <li>• Enjoys working independently as well as within a collaborative team supporting the business globally</li> </ul>