

Description	
Job Title	Digital Marketing Specialist
Reports to Title	Senior Manager Marketing
General Accountability	<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>This position is instrumental in driving digital patient recruitment, through increasing our digital presence and awareness in conjunction with creative initiative and content needs, and implementing the strategic digital marketing direction of the organization.</p> <p>The Digital Marketing Specialist will collaborate cross-functionally to leverage data and analytics to drive our go-to-market strategies and campaigns. They will be responsible for working with the internal marketing team and external digital agencies to improve our online brand presence and how we engage with prospects and customers across our websites. The ideal candidate is hands-on technical execution expert who is, collaborative, curious by nature and focused on driving results that will ensure the department delivers on its KPI metrics.</p>
Duties and Responsibilities	<ol style="list-style-type: none"> 1. Works with the internal Marketing team, and external SEO agencies, to plan, maintain and improve online presence, initiating new ways to enhance and develop the company’s website presence. – constantly looking at new digital opportunities and technology to reach a greater audience. 2. Assist overall SEO calendar with recommendations to increase site traffic and duration 3. Analyze results of social media content and campaigns utilizing native and third-party data analytics tools, while regularly presenting results, key takeaways and associated recommendations for improvement 4. Assist with the marketing team to develop a social strategy and content plan to support ongoing brand initiatives and social media content calendar 5. Analyze results of social media content and campaigns utilizing native and third-party data analytics tools, while regularly presenting results, key takeaways and associated recommendations for improvement

	<ol style="list-style-type: none"> 6. Maintains and works with Marketing Associate to create content for Profound Medical and TULSA Procedure website(s), with responsibilities for technological aspects as well as site content. 7. Plan, Develop and Manage the launch of a new customer portal to be integrated into existing corporate website. 8. Additional responsibilities include ongoing web strategy and overseeing website operation, with particular attention to design, brand consistency, content which is regulatory approved and site maintenance. 9. Updates website content, including information, images, blog posts, links, graphics, etc., according to the changing needs of the Marketing Department. 10. In charge of publishing content, maintaining continuity of themes, designing layout, streamlining navigation and increasing online presence to potential customers 11. Assist with the execution of live webinars, familiarity with ZOOM and other video webinar broadcast software an asset. 12. Work with external digital agency to implement SEO strategies to drive cross-channel initiatives through keyword research, test execution, and competitor analysis. 13. Monitor, assess, and report on website performance to Sr. Marketing Manager 14. Handle online marketing projects ranging from SEO to social media marketing 15. Manage translations of new sites and ensure translations are successfully validated through stakeholder feedback.
Competencies	
Education	Bachelor's degree in a relevant field
Certifications	Not applicable
Key Attributes (experience, skills and technical knowledge)	<ul style="list-style-type: none"> • Experience in marketing, design and communications; knowledge of Web design software. • Expert in Wordpress. • Experience in monitoring Google Analytics, certification preferred but not required. • Good attention to detail, creativity and knowledge of information technology • Excellent communication and writing skills, including spelling, grammar, punctuation as well as composition, editing and proofing • Proficiency in Microsoft Office and Photoshop and Adobe Suite (or similar program) • Adept at social media platforms and online content management systems • Proficiency in website design and website maintenance, both on a daily level and for larger website-related projects • Understanding of HTML, CSS etc., as needed

- Expertise in design, graphics and layout related to websites
- Possess web writing and design skills
- Experience generating non-text content such as photographs for the web
- Has working knowledge of html, word processing, spreadsheets, and other programs that may feed information to the various web sites.
- *tech savy – informed on new technology changes and advances.
- Out of the box thinker, change agent – **creative thinker**