



Digital Marketing Specialist

Job Description

kul grilles is a high-end modern e-commerce brand selling architectural grilles/vent covers.

We are proud to work with the most impressive builders, architects and designers in North America. kul grilles has supplied air vent covers to some of the most beautiful projects in the world. We work directly with the trades and have a select group of showrooms that represent kul grilles.

Our marketing team is looking for an energetic, collaborative individual to join us as our Digital Marketing Specialist. You will thrive in this position if you are comfortable working in fast-paced environments, are detail-oriented, and stay up-to-date on current marketing trends.

Role

- Project manage marketing efforts from end-to-end.
- Generate ideas for marketing plans and strategies with the marketing team.
- Ensure critical timelines are met and teams are kept updated and informed; respond to internal demands for marketing material and information.
- Manage marketing campaign execution, ensuring the alignment of communication and messaging across all channels.
- Work with all areas of marketing channels (print, sample kits, trade show etc.) to ensure strong branding is positioned across all aspects of the business.
- Manage and reinforce luxury brand position across all mediums.
- Plan and execute targeted email marketing campaigns to nurture leads and engage with existing customers.
- Develop and execute social media plans and campaigns.
- Update and maintain the company website with relevant content.
- Coordinate closely with department lead to further develop other programs such as paid advertising and partnerships.
- Produce marketing reports and provide actionable insights.
- Develop project outlines, creative briefs, and presentations.
- Collaborate with all departments to optimize the marketing funnel, ensuring full visibility into marketing efforts from lead generation to the nurturing process.
- Proactively identify opportunities to enhance the customer experience.
- Seek inspiration from other world class brands to influence marketing strategies for our luxury brand.

Qualifications

- Proven work experience as a Digital Marketing Specialist or Digital Marketing Manager.
- Knowledge of ecommerce, conversion tracking and digital metrics.
- Familiarity with Shopify is considered an asset.
- Excellent analytical and project management skills.
- An ability to multitask and perform under tight deadlines.
- Strong verbal and written communication skills.
- Experience managing social media channels including Pinterest & LinkedIn.
- Ability to learn new mediums quickly.
- Experience with email marketing.
- Strong attention to detail.
- Very self-motivated and driven.

Please send cover letter & resume to: support@kulgrilles.com