

Employment Opportunity

Digital Advertising Coordinator

Santevia Water Systems Inc.

Open: April 2024

Status: Full-time

Close: Until Filled

Location: 201 – 6901 72nd Street, Delta, BC

About Santevia

Join Santevia, a leading mineralized water filtration company, as our Digital Advertising Coordinator. We're seeking a dynamic individual to help adapt our media strategy to stay ahead in the fast-evolving market landscape.

Are you a driven individual? Have you worked in the health or fitness industry? Do you live a healthy lifestyle? Do you want to work towards our mission of improving the lives of our customers through healthy and great-tasting water? If you answered yes to these questions then we want to work with you!

How to Apply

If you are known to go above and beyond expectations and think you could be an asset to our organization, please apply wherever posted, or through careers@santevia.com.

Job Description

Key Performance Indicators

- Digital revenue generation
- Media spend ratios
- Digital platform acquisition

Primary Responsibilities

Budget Maintenance: Work with the eCommerce Manager to efficiently maintain advertising budgets for optimal media spend ratios, ensuring maximum ROI on all digital advertising campaigns.

Ad Campaign Management: Coordinate the creation, execution, and optimization of ad campaigns across multiple digital channels (e.g., social media, search engines, email). Daily performance audits and optimizations.

Analytics and Reporting: Monitor and analyze Amazon, Shopify and advertising performance using digital analytics tools. Provide regular reports on the EOS scorecard to maintain KPIs, including digital revenue generation, media spend ratios, and acquisition metrics.

Audience Targeting: Utilize data and analytics to effectively identify and target key audience segments. Tailor advertising strategies to engage these segments and drive conversions.

Content Collaboration: Work closely with the content and creative teams to develop engaging and compelling advertisements that resonate with the target audience. Analyze creative performance on META and communicate successes and challenges to the Marketing team.

Market Trends Monitoring: Stay up-to-date with digital marketing trends and best practices. Implement innovative strategies to stay ahead of the competition and meet revenue targets.

Cross-functional Collaboration: Collaborate with sales, marketing, and product teams to align digital advertising strategies with broader company goals and initiatives.

Santevia.com (Shopify) Coordination: Coordinate promotional events within the Shopify ecosystem, and work with the Creative Team to implement A/B testing and updates.

Amazon Seller Coordination: Coordinate inventory levels with the eCommerce Manager and Operations Team. Work through issues with Amazon's Seller Support team and remove unauthorized Santevia resellers. Listing optimization and testing of product display pages.

Your Skills

- Strong analytical skills.
- Proficiency in digital marketing tools: (Google Ads, Facebook Ads Manager, Amazon Ads).
- Creative thinking.
- Excellent communication and collaboration abilities.
- Budget management expertise.

Attributes

- Highly responsible and a natural relationship builder.
- A creative mind with a penchant for innovation and adaptability.
- Inquisitive nature, always seeking to learn and evolve.

Daily Tasks

- Monitor and analyze digital campaign performance.
- Adjust campaigns based on data insights.
- Collaborate with teams on creative content.
- Manage daily advertising budget allocations.

Compensation

- Competitive salary range: \$55,000 - \$65,000 based on experience.

- Comprehensive extended and competitive health insurance plan.
- Flexible work environment with part-time remote options.
- Annual bonus reflecting company performance.

This position is supported by a program offered by the Government of Canada. Therefore applicants who meet the following criteria are encouraged to apply:

- *Canadian Citizen, Permanent Resident, or Protected Refugee in Canada.*
- *Legally entitled to work in Canada.*
- *Under the age of 30.*
- *Post-secondary graduate.*
- *Available for a minimum of 6 months.*
- *Cannot be a previous participant of a DS4Y grant.*

As part of the Digital Skills for Youth program, coordinated by Pinnguaq Association, Santevia is looking for an intern in the field of information technology: Digital Advertising Coordinator