

Job Title: Digital Marketing Manager (Internship)

Wise With Data Inc Company background:

At WiseWithData we're experts in Apache Spark and we're solving the most pressing challenges Enterprises have in accelerating their adoption of the open source data science revolution.

As Enterprises struggle to modernize their infrastructure, removing legacy systems like SAS, WiseWithData saw a need to automate the migration process and avoid a 'brute force' approach that is costly, time consuming, prone to error and data governance constraints.

We created the world's only SAS to Spark migration solution. It automates SAS to PySpark code conversion reducing migration timelines from years to months or even days, delivering production ready code.

We are looking for a highly motivated, self-starter, to help us launch and evolve the future of open source data science.

Role Description

As the Digital Marketing Manager, you will be responsible increasing our overall presence online to drive customer demand. Your performance will be measured by your ability to attract and bring in motivated leads who are interested in the SPROCKET solution. This will include (but not limited to), reviewing and analyzing our website for areas that can be improved and optimized, managing Ads & PPC accounts, as well as creating/managing our LinkedIn and other social media accounts.

SEO

As the Digital Marketing Manager, you will take full control of our website, identify powerful keywords to improve rankings and drive organic traffic, create SEO rich blogs and content that appeal to our target client, develop backlink building strategies, work with heat-mapping software to adjust the website based on user experience, and be familiar with WordPress/Divi coding to be able to adjust pages on the website as needed.

Other

In addition to the above, you will be tasked with a special project to build a .org online community of interest around Spark / PySpark users and influencers. This will be a project built with input from the whole team at WWD.

You will report directly to our Chief Customer Officer and you will also work closely with our CEO and team of data scientists & SAS & Python developers.

At WWD, you'll learn and grow in a dynamic culture of high performance, inclusion and flexibility. You will build lifelong relationships within a unique network of advanced analytics professionals.

Roles/Responsibilities:

- Develop a website traffic plan and create goals and benchmarks to meet

- Optimize website and social media channels for SEO as well as usability
- Manage art and copywriting professionals (outsourcing where needed)
- Analyze key metrics that measure our website traffic to meet our targets/goals (develop templates for reporting)
- Partner with advertising and media specialists to increase marketing results
- Develop, evaluate and oversee the implementation of A/B testing protocols and procedures
- Communicate with our leadership around our digital marketing targets/goals and metrics

Skills/Experience:

- Bachelor's Degree in Marketing or Business required (or near to achieving)
- 2 years' experience in B2B digital marketing and advertising
- Excellent grasp of social media and website metrics and best practices
- Demonstrable experience with email marketing, lead generation and SEO
- Advanced knowledge of web marketing

Job Type: Full-time for 3-5 month term

Salary: \$20-\$25 / hr depending on experience

COVID-19 considerations:

WWD ensures that our team's health and safety is our top priority during this time. We are working from home until further direction from the Province is provided and are provided the tools needed to do so.

Please send cover letter summarizing your suitability for the role with a complete resume to:

andrea.bacque@wisewithdata.com