

Digital Marketing Manager

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Company: AutoTrader.ca

Location: Greater Toronto Area

Category: other-general

TRADER Corporation is a trusted Canadian leader in online media, dealer, and lender services.

The company is comprised of AutoTrader.ca, AutoSync, and Dealertrack Canada.

AutoTrader.ca (AutoHebdo.net in Quebec) offers the largest inventory of new cars and used cars in Canada, receiving over 25 million monthly visits to its marketplace. With over 3,500 subscribers and counting, AutoSync is the largest and fastest-growing dealer and OEM software provider in Canada. The platform's suite of connected automotive software solutions brings advertising, conversion, and operational support together, synchronizing the entire retail process. AutoSync's diverse range of offerings includes: vAuto, EasyDeal, xtime, Motoinsight, Activix, TAdvantage, and TRFFK. Dealertrack is Canada's largest automotive financing portal, enhancing efficiency and profitability for all major segments of the automotive, marine, recreational vehicle, motorcycle, and powersport retail industries. Over 6.5 million credit applications are submitted via the Dealertrack Canada portal each year.

Visit tradercorporation.com to learn more..Position Overview:We are seeking a skilled and experienced Digital Marketing Manager to join our dynamic team. The ideal candidate will have a passion for the automotive industry and a deep understanding of digital marketing strategies. As a Digital Marketing Manager at AutoTrader.ca, you will be responsible for overseeing our digital marketing efforts and managing our agency relationships to drive brand awareness, traffic, and leads. Responsibilities: - Implement Digital Marketing Strategies: Work with the Director to build comprehensive digital marketing strategies to drive traffic, awareness, and conversions across various online channels, including but not limited to paid search, paid social media, and display advertising. - Agency Management:

Manage relationships with external marketing agencies, ensuring alignment with business objectives, and maximizing ROI on agency spend. Provide guidance, direction, and feedback to agencies to ensure the successful execution of marketing campaigns. - Campaign Management: Plan, execute, and optimize digital marketing campaigns to meet performance goals and KPIs. Monitor campaign performance, analyze data, and make data-driven decisions to improve campaign effectiveness and ROI. - Creative & content development: Contribute creative ideas for marketing collateral and campaigns. Work with the design team to bring concepts to life. Ensure brand consistency across various marketing channels. - SEO and SEM: Oversee search engine marketing (SEM) initiatives to improve and drive targeted traffic to the AutoTrader platform. - Social Media Management: Manage social media channels, including content creation, community management, and paid social advertising, to increase brand awareness, engagement, and customer acquisition. - Analytics and Reporting: Utilize analytics tools to track, measure, and report on the performance of digital marketing campaigns. Provide regular reports and insights to internal stakeholders, highlighting successes, areas for improvement, and actionable recommendations. - Budget management: Detail-oriented approach to managing a significant media budget. Lead the charge in forecasting quarterly and managing daily. Qualifications: - Bachelor's degree in Marketing, Business Administration, or a related field.- Proven experience 3-5 years in digital marketing, with a focus on strategy development, campaign management, and performance optimization.- Strong understanding of digital marketing channels, including SEM, social media, and display advertising.- Experience managing agency relationships and external partners.- Proficiency in analytics tools such as Google Analytics, Adobe Analytics, or similar platforms.- Proficiency in Google Ads, Meta Business Manager, Outbrain, Criteo, and other self-serve platforms- Excellent communication skills, both written and verbal.- Strong analytical and problem-solving skills.- Ability to work effectively in a fast-paced, dynamic environment and manage multiple projects simultaneously.

What's in it for you...-We understand that there is life at work and life outside of work. Here are a few benefits we all benefit from that support us to be our creative best. Fitness and wellness-We provide discounts to nation-wide gyms, onsite gyms (when we're in the office), an Employee and Family Assistance Program, as well as a virtual wellness program. Benefits from Day 1-Gym discounts-Local in-office free gyms-Employee and Family Assistance program-Weekly virtual wellness events-In addition to in-house training, we provide an annual lifestyle allowance of \$1500 so you can grow your skills.-Conferences & training budget-Regular internal training programs Financial planning-Let us

help you invest in your future with 3% matching towards your pension and multiple forms of income protection. Competitive salary-Annual bonus structure-3% CPP matching

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