



Job Title	Digital Marketing Specialist	Location	Remote, Vancouver Island
Salary	\$55,000 - \$65,000, based on experience	Position Type	35 hours/week, 1-year contract with possibility to extend

Indigenous Marketing Solutions is a creative marketing agency owned by the Naut'sa mawt Resources Group. We help like-minded organizations create effective brand strategies and maximize their reach, leveraging cultural wisdom to craft exceptional brand stories and honour Indigenous voices.

We are looking for a skilled **Digital Marketing Specialist** to join our team. Reporting to the Marketing & Communications Manager, the Digital Marketing Specialist will collaborate to develop and implement strategic marketing plans for our clients and our own organization. You will also work closely with the First Nation community to ensure that our content is culturally appropriate and inclusive. The ideal candidate should have strong content creation skills and a proven track record of successful social media campaigns.

Key Responsibilities

Digital Marketing

- Collaborate with the Marketing and Communications Manager to develop marketing strategies and executive multi-channel marketing campaigns.
- Create and manage website content including blog posts and updates to content, ensuring it is optimized for search engines.
- Create case studies and mock-ups for completed internal projects and regularly update our portfolio, both online and in digital and print documents.
- Create and manage effective email campaigns.
- Manage Google, social media, and other types of ad campaigns.
- Monitor, analyze, and report on key performance metrics across all digital platforms to refine strategies and improve results.

Social Media

- Collaborate with the Marketing and Communications Manager to develop social media strategies.
- Create monthly content calendars and client presentations, ensuring timely and relevant content distribution.
- Create and post engaging social media content.
- Collaborate internally with graphic designers, photographers, writers, and artists to develop social media resources, templates, and graphics.



- Monitor social media accounts, respond to messages and comments, and engage with online community.
- Monitor, analyze, and report on key performance metrics across all social media platforms to refine strategies and improve results.

Requirements

- Completion of an educational program (certificate or diploma) in a field related to communications or marketing. An equivalent combination of education and experience will also be considered.
- Experience working with First Nations communities and an understanding of their culture.
- Excellent writing and communication skills.
- Ability to work independently and remotely, while also collaborating with internal team members and working directly with clients.
- Proficiency in digital marketing tools and platforms including Google Ads, Meta Ads, social media management tools, and website content management. Google Analytics 4 experience is a plus.

Benefits

- Extended Health and Dental
- 3 weeks Paid Vacation plus 2 weeks off during the Christmas holiday season
- Annual Wellness Bonus

Indigenous Marketing Solutions is dedicated to our commitment of advancing Indigenous businesses and organizations and while we prioritize the hiring of Indigenous candidates whenever possible, we welcome applications from all individuals.

If you are interested in this opportunity, please forward your resume and cover letter to colleen@indigenoumarketing.ca and quote **Digital Marketing Specialist** in the email subject.

Note: This is a remote position for those located within Vancouver Island. The ability to attend our Vancouver Island office in Malahat when requested is required.