



## Digital Marketing Specialist – Waterloo, Ontario

Are you passionate about both digital marketing and building relationships? Do you thrive on finding the latest business trends and implementing them for business growth? Do you have a strong understanding and passion for the digital landscape? If so, good news! We are looking for someone like you!

Netsweeper is a leading provider of application and internet content classification and filtering solutions for businesses, educational institutions, government organizations, service providers, carriers, and OEM partners around the world. The Netsweeper platform provides the web security tools necessary to optimize network usage while providing users with a positive, productive, and safe internet experience.

Founded in 1999, Netsweeper has offices in Waterloo and Brampton, with international offices in the UK, Dubai, India, and the Netherlands, plus additional distributors in Australia, Malaysia, Pakistan, the United States, Africa, and South America.

### About the role:

The Digital Marketing Specialist is responsible for the delivery and reporting of Netsweeper's digital marketing programs with a focus on bringing new leads to the funnel. Success in your role means that you will drive demand generation through targeted email campaigns, PPC campaigns, lead nurturing, content marketing, social media campaigns, and webinars. Netsweeper is a data-driven company, and you will provide analysis on funnel metrics and help us determine where we should focus our online marketing efforts. Your goal: new leads which result in new revenue.

### Key Responsibilities:

- Working with the management team to develop marketing strategies
- Conducting market research to better understand the current market and assess market potentials
- Managing social media channels including developing a content calendar, day-to-day content, engagement, and metrics
- Optimize and manage the website to drive organic search success and lead capture funnels
- Working with the product marketing and content, create integrated campaigns leveraging landing pages, automation and channel promotion
- Developing materials to support our sales team
- Track ROIs and benchmark effectiveness of marketing strategies

### What we are looking for:

- 3 years of experience in B2B demand generation
- A university degree in a relevant discipline such as business or marketing
- Experience with using a CRM such as Salesforce
- Hands on experience with marketing automation platforms (Pardot ideal)
- Experience in website management and SEO best practices (WordPress preference)
- Understanding of analytics tools, funnel tracking, and performance metrics

- Experience facilitating webinars, podcasts, or similar activities
- Hands-on experience with social media and paid advertising channels
- Ability to develop creative solutions to increasing demand generation
- Ability to write compelling copy, calls to action, and persuasive pitches
- Ability to manage multiple projects at the same time in a fast-paced environment

#### Bonus Points for:

- Design experience including Adobe InDesign
- Video creation and marketing expertise
- Experience with Google AdWords and Google Analytics

#### What we have to offer:

- Competitive salary and employee group benefits with an RRSP/DPSP
- A commitment to your professional development and training
- A world-class software suite in a growing market segment
- The opportunity to develop marketing on a global level
- A casual, comfortable work environment!

We thank all candidates for their interest, but due to the volume of resumes we receive, only candidates under consideration will be contacted. If interested in this position, please submit a cover letter and resume to [careers@netsweeper.com](mailto:careers@netsweeper.com).

Netsweeper is committed to fostering an inclusive, accessible work environment, where all employees feel valued, respected and supported. Netsweeper offers accommodation for applicants with disabilities as part of its recruitment process. If you are contacted to arrange for an interview or testing, please advise us if you require additional accommodation.

The above job posting and information was written to indicate the general nature and level of work performed by an employee in this role. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required.

Salary range: \$45-\$60k.