

The Indigenous Tourism Association of Canada (ITAC) is seeking a **SEO, Digital, Web Specialist** to join their Marketing Team.

The SEO, Digital, Web (SDW) Specialist will be responsible for managing and implementing ITAC's search engine optimisation (SEO) strategies to ensure optimal performance. The SDW Specialist will also be responsible for creating, implementing, and managing advertising campaigns on various digital platforms, including (but not limited to): Facebook, Instagram, Google Search, Google Display and LinkedIn.

This position has the option to be remote across Canada, or work in the Vancouver offices.

Responsibilities include (but are not limited to):

- Create, implement, and manage digital advertising campaigns
- Ensure that all campaigns are executed on time and are of high quality
- Execute tests, collect, and analyze data, identify trends and insights to achieve maximum return on investment in paid campaigns
- Manage campaign expenses, assisting in staying on budget, estimating monthly costs, and reconciling discrepancies
- Track and analyze website analytics and provide reporting on the performance of SEO initiatives and pay-per-click campaigns
- Conduct keyword research
- Research and implement search engine optimization recommendations
- Recommend changes to ITAC's website architecture, content linking and other factors to improve conversions for target keywords
- Develop and implement link building strategies
- Work with internal teams to drive SEO content creation and content programming
- Optimize copy and landing pages for search engine marketing.
- Prepare and present reports to Management and senior leadership

Education:

- Post-Secondary education in a related field
- Google Marketing Platform (Analytics, Data Studio, Tag Manager) certifications an asset
- Google Ads certifications an asset
- Meta (Facebook, Instagram) certifications an asset

Relevant Experience:

- Working with and integrating Google Analytics, Data Studio, and Tag Manager
- Working with SEM Rush SEO software
- Working with the WordPress content management system and relevant plugins (Yoast, WPML, Advanced Custom Fields, etc.)
- Managing paid ad campaigns on various digital platforms
- Managing multiple budgets (small and large) simultaneously
- Knowledge of Indigenous communities, businesses, and similar organizations across Canada
- Working with non-profit organizations
- Project management

Skills and Abilities:

- An eye for detail, specifically with numbers, budgeting, and ad creative (copy and imagery)
- Excellent written and verbal communication skills
- The ability to think macro (how will this affect long term SEO) as well as micro (what's an engaging headline for this ad?)
- Excellent planning, organization, and time management skills
- Self-motivated, team player who thrives in a fast-paced environment

Travel may be required with this position.

To apply to this position please respond by email to the Chemistry Consulting Group at HR@chemistryconsulting.ca with the following position title in the subject line "ITAC SEO", and your full name. Please provide a cover letter and resume outlining your experience, qualifications, and salary expectations.

We thank all those who apply, however, only those shortlisted will be contacted for an interview. Please no phone calls.