



Digital Marketing Specialist

Strategy & Growth | Remote (Canada)

About us:

Canadian Science Publishing is Canada's largest independent, not-for-profit science journals publisher. We publish Canadian and international research in a wide range of online publications.

We're proud of our remote-first workplace, which provides employees with sought-after perks like flexible work schedules, wellness subsidy and generous paid time off, employer-sponsored health benefits, pension plan, and much more – in addition to working with a team of bright, highly engaged people who are deeply committed to CSP's mission and values, and to each other.

This is a remote position, but candidates must reside in Canada and be legally entitled to work in Canada.

About the opportunity:

The Digital Marketing Specialist is responsible for supporting digital marketing strategies and analyzing current digital marketing initiatives to grow Canadian Science Publishing's brand awareness, increase conversions, and generate new leads.

The Digital Marketing Specialist is tactical, analytical, and focuses on growth, paying close attention to inbound and outbound marketing efforts.

The successful candidate will demonstrate CSP's core values:

- Integrity – be truthful, transparent, ethical, and fair.
- Openness – advocate for accessible information and be open to new ideas and changes.
- Inclusivity – support diverse teams where we work together to advance shared goals.
- Ambition – strive for excellence and take bold action to achieve results.
- Curiosity – seek opportunities to learn, experiment, change and grow.

Key Accountabilities:

Responsibilities include but are not limited to the following:

- Collaborate with Digital Marketing Operations Manager to develop digital strategies for customer engagement, brand awareness, and product promotion across web, email, and paid media.
- Assist in implementing and optimizing paid social media initiatives, ensuring effective tracking and best practices.

- Build, execute, and monitor Google Ad campaigns in collaboration with Digital Marketing Operations Manager.
- Plan and execute strategic email campaigns, including segmentation, and A/B testing.
- Coordinate the newsletter program, working with others on the Marketing & Communications team for campaigns and content.
- Facilitate HubSpot usage across cross-departmental teams.
- Maintain the marketing pages of the website, recommending web development changes based on web analytics.
- Set up, manage, and monitor website merchandising for campaigns and “always on” initiatives.
- Develop, optimize, and test dedicated campaign landing pages.
- Monitor and evaluate campaigns for return on advertising spend (ROAS).
- Support a robust cross-channel testing program and report on its performance.
- Assist in developing segmentation and targeting strategies to maximise results and minimize list fatigue.
- Contribute to the development of personalization and automation strategies.
- Analyze performance metrics, providing regular reports and insights nr all digital marketing efforts.
- Manage tracking and Google Analytics set up to ensure comprehensive reporting.
- Collaborate with others on the Marketing & Communications team to create and test templates for email, paid media, and web merchandising.

Requirements:

- Successful completion of a post-secondary diploma or degree in marketing or related field.
- 3+ years of proven work experience in digital marketing, leading campaign execution, SEO, and inbound marketing.
- Experience working with CMSs, with basic HTML skills preferred.
- Experience using HubSpot marketing, content, and sales features.
- Experience building, executing, and monitoring Google Ads.
- Working knowledge of Google Analytics 4 and SEMRush.
- Experience leading and managing SEO/SEM, marketing database / segmentation, email marketing, and advertising campaigns.
- A proven ability to analyze KPIs and other metrics from multiple platforms to optimize current and future digital marketing campaigns and strategies.



- Keeps up to date with the latest trends, technologies, and best practices in digital marketing.
- Experience working for a not-for-profit, scholarly publishing, or in a science-based organization would be considered an asset.

Skills:

- Strong analytical skills and data-driven thinking.
- Knowledge of website analytics tools (e.g., Google Analytics).
- Exceptional writing, proofreading, and editing skills with high attention to detail.
- Excellent written and verbal communication skills.
- Able to adapt quickly to change and work under pressure with tight deadlines.
- Self-starter, able to initiate, prioritize and organize projects and decisions.
- Strong time management and organizational abilities to manage multiple projects at once and meet deadlines consistently.
- Strong interpersonal skills. Ability to work independently and within a team environment, taking direction from others and providing guidance and expertise to numerous internal cross-functional groups and external stakeholders.

Our Commitment to EDIA:

At CSP, we are committed to growing and sustaining an environment where our team members feel included, heard, and valued. Our diversity, inclusion, and equal opportunity practices are guided and championed by our Equity, Diversity, Inclusion and Accommodation (EDIA) employee advisory committee. We're working to identify and remove barriers, systemic or otherwise, to inclusivity, and we commit to treating each other with dignity and respect. If you require accommodation throughout any part of the recruitment process, please contact people@cdnsiencepub.com

The anticipated salary range for this position is **\$60,000 – \$70,000 CAD**. The starting salary will be determined based on the successful candidate's qualifications and prior work experience.

Please submit your resume to people@cdnsiencepub.com