

Join us as a Digital Marketing and Content Manager !

- ◆ Are you **PASSIONATE** about digital marketing strategies?
- ◆ Are you **FORWARD-THINKING** when it comes to the latest trends in the field?
- ◆ Do you have a **CURIOSITY** for new technologies and events?
- ◆ Are you an **AUTONOMOUS** and **RESSOURCEFUL** person with a sense of **DETAIL** and **RIGOR**?
- ◆ Do you have the ability to work on several projects at once, manage priorities and meet deadlines?

Your role will be...

Create content (writing publications, creating infographics and visual elements, etc.) aimed at promoting the Company's values, programs, services and events in relation to an editorial calendar.

- Update and optimize the website in collaboration with internal teams
- Analyze the reach of the Company's actions and presence on search engines and social networks (Google Analytics and performance reports)
- Collaborate on the best digital marketing strategies and optimize SEO and SEM to improve visibility
- Propose recommendations by satying informed of new technologies to promote the Company's positioning across its current and potential networks
- Attend events as digital marketing specialist and social network manager
- Ensure monthly monitoring of the field

You will need...

- Bachelor's degree in marketing, communications or related discipline
- Experience in a similar position including digital strategies - An asset
- Excellent knowledge of the main social media platforms as well as management and analysis tools
- Knowledge of Wordpress and Canva - An asset
- Excellent knowledge of French and good knowledge of English

You'll have access to ...

- A competitive salary
- Full-time employment
- Employer-provided training
- Benefits and perks

Our mission

Alleviate the social and personal consequences of dementia by providing state-of-the-art interventions, care and support services that have a positive long-term impact.

JOIN OUR TEAM !

Send your resume to Eloi Rouillard
rh@alzheimermontreal.ca

For more information :
<https://alzheimermontreal.ca/emplois/>
(514) 369-0800

