



Digital Marketing Specialist

About the Company

Canada Royal Milk is a member of the Feihe International group of companies, Asia's number one infant formula brand. Canada Royal Milk is the only producer of infant formula in Canada, manufacturing quality products from Canadian cow and goat milk, ensuring the highest quality and nutritional value for our customers.

We are an international company with a multicultural workforce that is committed to diversity and inclusion. Our team members value and embrace different perspectives and new ideas.

What We Offer

The opportunity to build and grow a progressive company, competitive wages, and extended health benefits.

What We Look For

Curiosity, commitment to learning, and a winning mindset.

About the Role

Reporting to the Marketing Manager with frequent interaction with the E-Commerce Supervisor, the Digital Marketing Specialist actively participates in the development of marketing strategies, taking the lead in preparing integrated marketing digital strategies to support the achievement of business objectives. Translate digital strategies into a comprehensive and robust tactical plan, coordinating resources to ensure its effective execution.

The Digital Marketing Specialist collaborates closely with all members of the marketing and sales teams to align efforts, share insights, and work collectively towards delivering business objectives. Foster a collaborative environment that encourages cross-functional teamwork, communication, and knowledge sharing, ensuring a unified approach towards achieving shared goals.

The role requires advanced computing skills and strong attention to detail.

Job Requirements

Applicants must be legally entitled to work in Canada and have strong English language skills. The ability to read and understand written English and communicate in English both spoken and in writing is a requirement of the job.

Education: Post Secondary Degree or Diploma in Marketing/Communication/Digital Marketing/Business Administration/Informational Technologies or a related field.



Experience: Demonstrated work knowledge in digital marketing in areas preferred with a minimum of 2 years of experience

Work in compliance with the provisions of the OHSA, regulations, internal programs, policies and procedures.

Key Duties and Responsibilities

1. **Website Content Management:** Review and approve website content created by the agency, ensuring accuracy, consistency, and alignment with SEO best practices.
2. **SEO (Search Engine Optimization):**
 - Collaborate with the Marketing Agency to develop and execute an SEO strategy that aligns with the company's goals and objectives.
 - Work closely with the agency to identify target keywords, optimize website content, manage meta tags, headers, and other SEO elements, implement technical SEO improvements.
 - Monitor SEO performance metrics in collaboration with the agency, analyzing data and making recommendations for improvement.
3. **Owned Social Media Management:**
 - Collaborate with the Marketing Agency to develop a comprehensive social media strategy that aligns with the company's brand and marketing goals.
 - Provide the agency with creative briefs and guidelines for social media content creation, ensuring consistency with the brand's tone and style.
 - Review and approve social media content developed by the agency, ensuring it aligns with the company's messaging and adheres to brand guidelines.
 - Work closely with the agency to monitor social media performance, analyze metrics, and make data-driven recommendations for optimization.
4. **Paid Digital Promotions and Advertising:**
 - Collaborate with the Marketing Communication Agency to plan and execute paid digital advertising campaigns that align with the company's marketing objectives.
 - Work hand in hand with the agency to monitor campaign performance, optimize ad placements, and adjust strategies based on data insights.
5. **Earned Digital Content Management:**
 - Collaborate with the Marketing Communication Agency to leverage earned digital content, such as user-generated content, online reviews, and influencer content.



- Work closely with the agency to identify opportunities to amplify earned content across various digital channels.
- Monitor and engage with user-generated content and online reviews, collaborating with the agency to respond appropriately and maintain a positive brand reputation.

6. Collaboration with Marketing Communication Agency:

- Establish a strong working relationship with the Marketing Communication Agency, acting as the main point of contact and liaison.
- Brief the agency on marketing objectives, campaign requirements, and brand guidelines for each digital communication aspect.
- Collaborate closely with the agency throughout the planning, execution, and evaluation of digital communication initiatives.
- Regularly communicate and align efforts with the agency to ensure consistency, timeliness, and effectiveness of marketing campaigns and activities.

7. B2C Promo Management:

- Develop and implement strategies to drive customer acquisition, engagement, and retention through the company's B2C promotions.
- Collaborate with the Marketing Communication Agency to design and execute B2C promo campaigns that align with overall marketing initiatives.
- Provide the agency with relevant information and creative assets for B2C promo campaigns.
- Review and provide feedback on B2C promo-related content and creative materials.
- Monitor and analyze B2C promo performance, including key metrics such as membership growth, redemption rates, and customer engagement.
- Collaborate with the e-commerce team to optimize B2C promo content and messaging on the company's website.
- Develop and execute targeted marketing campaigns to drive engagement and participation in B2C promos.
- Coordinate with the e-commerce team to ensure seamless integration of B2C promo within the company's e-commerce platform.
- Regularly communicate and align efforts with the e-commerce team, sharing insights and ideas for improving B2C promo performance.



Working Conditions

The standard office hours are Monday through Friday, 8:30 am to 5:30 pm. Most of the work occurs during regular weekday office hours. However, as an international company with continuous 24-7 operations, hours of work involved may vary to accommodate business needs. Flexible hours are required and may include evening and week-end hours from time to time.

As a dairy processor and infant formula manufacturer, CRM strives to exceed regulatory requirements for food safety, quality, hygiene, and good manufacturing practices. All employees who enter the processing areas for any reason must comply with all food safety protocols in addition to health and safety best practices.

Most work is performed in an office environment, with some requirements to work in other areas of the facility as needed. While performing the duties of this job, the employee is regularly required to sit. The employee frequently is required to walk; use hands to finger, handle or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand. The employee must frequently lift or move objects up to 10 pounds and occasionally lift or move objects up to 25 pounds.

Covid-19 Vaccination Policy

The health and safety of our employees and customers is a top priority for Canada Royal Milk. Therefore, applicants will only be considered who are fully vaccinated, subject to human rights considerations and recognized medical exemptions.

Commitment to Diversity & Inclusion

We strive to build a team that reflects the diversity of the community we work in, and encourage applications from traditionally underrepresented groups such as women, visible minorities, Indigenous peoples, people identifying as LGBTQ2SI, veterans, and people with disabilities.

If we can make this easier through accommodation in the recruitment process, please contact us at careers@canadaroyalmilk.com.