

VANCOUVER BC

Interested in working in the fast moving and exciting tech industry? We are looking a highly motivated and self-directed content marketer with experience in SEO analysis and strategy.

JOB DESCRIPTION:

We are a lean, but effective marketing team, so you will be wearing many hats. Some of them include:

Content Marketing:

- Strategy and execution (eBooks, blogging, whitepapers, press releases, guides, etc...)
- Manage and build relationships with content contributors and affiliate websites.
- Keyword research and staying on top of industry trends
- Monitoring KPIs and providing reporting to the marketing manager

SEO:

- Provide InTime with an SEO audit and strategy
- Continuously managing and improving organic search performance for InTime's website
- Monitoring KPIs for SEO traffic, bounce rates, conversion, etc...

QUALIFICATIONS:

- 2+ years of professional marketing experience
- Bachelor's Degree
- Expert proficiency with Google Suite and Webmaster Tools
- Proficient with WordPress
- Working knowledge of HTML/CSS
- Experience with marketing automation software, preferably Pardot
- Experience with CRM, preferably Salesforce

ASSETS:

- Experience with Adobe Suite (Photoshop, Illustrator and InDesign)
- Front end proficiency with HTML/CSS
- Balance of analytical and creative skills
- Initiative-based and flexible work style

THE PERKS:

In addition to a highly competitive compensation package including a comprehensive benefits plan and employee share ownership, we offer:

- Complimentary and nutritious lunches at the office
- Subsidized personal phone plans & transit passes
- High quality espresso and hot drink facilities
- Excellent gym and bike storage
- Ergonomic office environment, including stand-up desks
- Central Downtown office location overlooking Hotel Vancouver and Robson Street
- Positive, fun and non-judgmental atmosphere

THE COMPANY:

With over 20 years in the game, we are by no means a 'Silicon Valley Startup.' InTime is a profitable, well-positioned SaaS company with a growth hacker mentality. Our product is scheduling and workforce management software that caters specifically to public safety. Police don't operate on your typical 9-5 schedule and have complex rules that must be adhered to. We are not your generic scheduling software; we solve only the most complex scheduling problems

TO APPLY:

Send your resume and cover letter to svallabh@intimesoft.com with the subject line, 'Marketing Specialist.'