



The Role

After an incredible year, we are growing our marketing team! We are looking for a data driven Marketer to join our marketing team and drive informed marketing campaigns. The ideal candidate should have a strong analytical mindset and be able to optimize marketing campaigns for maximum return on investment (ROI). You'll also have the chance to learn about the amazing sites, stories and hidden gems there are to explore everywhere, like the tunnels of Moose Jaw or the aqua blue lakes in the Interlake region! Experience marketing in an exciting new social enterprise that is making exploration and discovery easier and more engaging for users, communities and tourists.

Company Profile:

Driftscape is a 100% Canadian startup whose core product is a local discovery and travel app. The Driftscape app is an innovative platform used by municipalities, destinations, attractions, and cultural organizations to share their stories, tours, scavenger hunts and hidden gems in an interactive and engaging fashion to a growing base of active users.

For users, the app is a free personal guide that helps them explore their surroundings from the point of view of diverse local experts. The app also helps users discover places of interest, events, and tours from a growing list of content partners.

Available on iOS and Android devices as well as for web, Driftscape is an ad-free platform dedicated to making local culture easier to discover. There are currently over 75 organizations using the app to share their stories and over 7,000 points of interest, events, and tours across Canada.

Driftscape Team:

Our team comprises a group of experienced tech professionals that aim to drive growth, both for the company as well as for each team member. We believe in teamwork, transparency, and innovation. There is never a dull day at Driftscape!

Why work at Driftscape?

- Be part of a fast growing startup company - excellent career growth opportunity
- We're a passionate mission-focused team
- Ability to work remotely, learn fun facts that help you increase your general knowledge about Canada + help you break the ice in an awkward social setting, and become an explorer
- Learn new skills from different work areas (as a growing startup our team members wear many hats)

Job Title:	Marketing Associate	Job Category:	Marketing
Location:	Remote	Travel Required:	Minimum



Pay:	\$45,000 base	Position Type:	Full time
Contact Person:	Pooja Chitnis - Director of Marketing & CS	Work hours:	40 hours a week

Applications Accepted By:

EMAIL: POOJA.CHITNIS@DRIFTSCAPE.COM

Subject Line: Application: Marketing Associate

Job Description

Responsibilities:

- Develop and manage data-driven marketing campaigns; including ads, email marketing, social media marketing, and content marketing, that are targeted, relevant, and effective in driving desired actions
- Use A/B testing and other experimentation techniques to test campaign elements and optimize results
- Conduct market research and analysis to identify industry trends
- Collect and analyze data from various sources, such as google analytics/ads, to understand customer behavior, market trends, and campaign performance
- Assist in the creation of marketing materials such as brochures, flyers, and presentations
- Help organize and execute events, webinars, and other marketing activities
- Collaborate with team members to ensure brand consistency across all marketing channels
- Perform other duties as assigned

Requirements:

- Bachelor's degree or college diploma in Marketing or related field
- Basic understanding of marketing principles and concepts
- Excellent analytical skills, with the ability to use data to drive decision-making
- Excellent written and verbal communication skills
- Strong organizational skills and attention to detail
- Ability to multitask and prioritize tasks effectively
- Proficiency in Google Workplace/GSuite, graphics tools such as Canva, and social media platforms
- A positive attitude and willingness to learn

We offer competitive salary and benefits packages, as well as opportunities for professional development and growth within the company.

If you're interested in this exciting opportunity, please submit your resume and cover letter for consideration. We look forward to hearing from you!