



November, 2021

Career Opportunity

Performance Marketing Specialist

How you can impact our vision

Developing our search performance marketing strategy and execution of Google Ads campaigns including Search, Display.

Making recommendations based on data-driven analysis of campaigns and creative to drive better quality leads and meet sales objectives.

Staying informed of industry updates and new platforms to ensure we are following the latest best practices and getting early mover market advantage.

Responsibilities

- Support the execution of the user acquisition strategy by implementing, managing, and monitoring digital marketing campaigns across all paid channels to drive inbound lead and acquisition in line with sales objectives.
- Manage all the organic social channels
- Collaborate with marketing and sales team members to maintain a data-first approach to continually measure and optimize performance.
- Provide analytical reporting of campaigns.
- Drive experimentation on new channels as well as ongoing A/B testing.
- Identify industry trends, best practices, and insights to drive additional conversion volume and ultimately revenue for the business.
- Intermediate copywriting abilities.
- Understanding of Google Merchant Center is an important asset.
- Google certifications are a plus.
- Help support weekly and monthly reporting of channel metrics, goals, and other KPIs.
- Write creative briefs to define program objectives and KPIs, optimizing campaigns to maximize ROI.
- SEO experience is beneficial but not required.
- Email marketing skills are a nice to have

Qualifications

- A Marketing or Business degree or equivalent practical experience.
- At least 2+ years of related performance marketing experience, preferably B2B.
- Deep understanding of one or more paid performance channels including hands-on platform experience.
- Experience with Tracking & Attribution.
- You stay up to date on the industry, platforms, and changes as they roll out.
- A firm grasp of Web Analytics, A/B Testing and metrics driven performance marketing.
- High level autonomy, and self-motivation.
- Outstanding ability to think creatively, identify and resolve problems.

Who are we:

Garaventa Lift is currently one of the largest accessibilities and mobility companies in North America. It operates across the US and Canada, offering a wide range of accessibility solutions from platform lifts and elevators to seat lifts. Garaventa North America has been in business for over forty-five years and currently has a coast-to-coast products and services coverage becoming a prominent reality in Canada and the US with over five hundred employees.

At Garaventa Lift, we believe and work to guarantee accessibility and mobility to everyone. Our vision is to improve lives by ensuring accessibility for all.

Our mission

We are in business to provide unique solutions and guarantee a better life for everyone, always close to you. Thanks to our in-house experts, we can identify the best solution for every need helping communities and families to improve their homes and public locations.

Interested candidates should respond by emailing a resume and cover letter to Aulona.noka@garaventalift.com

