

JOB POSTING FOR: DIGITAL MARKETING CO-OP

EMPLOYMENT INFORMATION	
Company Name:	Knovatek Inc.
Job Title:	Digital Marketing
Job Location/Address:	1275 Finch Ave W UNIT 811, North York, ON M3J 2G5, Canada. Office: 416-219-6011
Salary (Hourly Rate):	\$18-\$40
Hours / Week:	hours
Work Hours (per week):	48 hours
Working in office or remotely	remotely
Start Date:	
End Date:	
Supervisor Name:	Amit Garg
Contact Title:	416-219-6011
Company Website:	www.knovatek.ca
Business Number:	
Number of Positions Required:	5
Cover Letter Required?	yes
Copy of Transcript Required?	no
Car Required?	no
How to Apply (website or direct email)	www.knovatek.ca
SUPERVISOR CONTACT INFORMATION WILL NOT BE PUBLISHED ON THE JOB POSTING	
Supervisor's Name & Title:	
Supervisor's Phone #:	
Supervisor's Email:	
COMPANY PROFILE	

Knovatek Technologies is a leading **web development company in North York** that has provided cutting-edge web design and development solutions to a wide range of businesses. We can build software that is quicker, safer and less costly thanks to our streamlined application development process.

We have a talented team of web developers who are capable of designing complex, innovative and high-performance websites. Our web development company North York has skilled designers who ensure that the software we develop is consistent with your company identity and branding. We have the **best app developers in North York Toronto** who offer 360-degree marketing solutions based on your business objectives. Our website development Toronto is committed to providing quality solutions that deliver real value. App development North York ensures that our digital products meet your higher expectations. Reach your business objectives and maximize your marketing ROI with an integrated marketing strategy.

JOB DUTIES & RESPONSIBILITIES

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience

SKILLS & QUALIFICATIONS

- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

OTHER INFORMATION

Which program is this position suitable for?			
Artificial Intelligence and Data Science	Quality Engineering Management	Cloud Computing	Supply Chain Management – Enterprise Resource Planning
Global Project Management	Wireless Information Network	Cyber Security	Hospitality Management