



**JOB TITLE:** Digital Marketing Specialist

**LOCATION:** Kelowna, Support Office

**WAGE RANGE:** \$67,900.00 - \$76,400.00 per annum

**APPLICATION SUBMISSION DEADLINE:** Until Filled

BigSteelBox - Canada's most diversified shipping container company - is looking for a **Digital Marketing Specialist** at its central support office in Kelowna's Landmark 6 building. This position offers a flexible work arrangement, with a combination of in-office and work-from-home days upon completion of training. This is a permanent, full-time position (Monday to Friday, 8:30 am – 5:00 pm). Salary is dependent on experience, and benefits, an RRSP matching program, and an annual profit-sharing plan are provided after 3 months.

Are you ready to own the digital systems that power marketing performance across Canada?  
Do you enjoy turning data, automation, and digital tools into real business results?

This role is not just about managing digital channels — it's about building and optimizing the engine behind BigSteelBox's marketing performance. You'll play a key role in driving lead generation, improving customer engagement, and enabling regional teams with the tools they need to succeed.

As BigSteelBox continues to grow nationally, our digital marketing capability must scale with it. This is an opportunity to shape how we use websites, CRM, email, paid media, and analytics to support business growth — while continuously improving performance and efficiency.

We're proud to be a Great Place to Work® Certified company — a reflection of our commitment to our people, our culture, and the way we support one another every day.

#### **EXPERIENCE AND QUALIFICATIONS WE ARE LOOKING FOR:**

- 2–4 years of experience in digital marketing, marketing operations, or marketing technology
- Diploma or degree in Marketing, Communications, Business, or equivalent experience
- Hands-on experience with CRM and marketing automation platforms (Salesforce Account Engagement/Pardot preferred)
- Experience managing email marketing campaigns, segmentation, and automation workflows
- Strong understanding of website management, landing pages, and conversion optimization
- Experience with Google Analytics (GA4), Tag Manager, and digital reporting tools
- Familiarity with paid media platforms (Google Ads, Meta Ads, etc.)
- Strong technical aptitude and ability to learn new systems quickly
- Excellent attention to detail and data accuracy
- Strong communication and collaboration skills
- Ability to manage multiple priorities in a fast-paced environment

#### **PRIMARY RESPONSIBILITIES:**

- Manage and optimize BigSteelBox's corporate website and landing pages to support lead generation, SEO, and conversion performance



- Build, deploy, and optimize corporate email marketing campaigns, automated journeys, and CRM workflows using Salesforce Account Engagement (Pardot)
- Maintain CRM data integrity, segmentation, lists, and marketing automation processes to support lead nurture and customer engagement
- Coordinate execution of corporate social media content and campaigns to support brand awareness and engagement
- Support planning, execution, and performance tracking of paid digital advertising campaigns in collaboration with internal teams and external agencies
- Monitor digital marketing performance across all channels and provide regular reporting, insights, and optimization recommendations
- Manage tracking and analytics tools (GA4, Tag Manager, pixels) to ensure accurate measurement of digital performance
- Support A/B testing initiatives across landing pages, email campaigns, forms, and digital ads to improve conversion performance
- Collaborate with vendors, agencies, and internal stakeholders to ensure timely and accurate execution of digital initiatives
- Develop templates, tools, and best practices to support Regional Marketing Coordinators with digital execution
- Provide technical guidance and troubleshooting support to regional teams to ensure alignment with corporate digital standards
- Continuously identify opportunities to improve digital marketing efficiency, automation, and performance across channels

#### **REQUIRED SKILLS/CORE COMPETENCIES:**

- Accountability - Takes personal ownership and responsibility for results.
- Adaptability – Responds well to changing conditions and priorities.
- Analytical Thinking - Uses data and insights to guide decisions.
- Communication - Expresses ideas clearly and effectively.
- Decision Making - Makes informed, timely decisions.
- Networking and Relationship Building - Builds strong, professional relationships.
- Planning and Organizing - Effectively manages time, budgets, and projects.
- Problem Solving - Identifies issues and implements practical solutions.
- Results Orientation - Focuses on driving measurable outcomes.
- Service Orientation - Supports both internal and external stakeholders.
- Teamwork - Works collaboratively to achieve shared goals.
- Generative – Brings curiosity, initiative, and a positive mindset.

#### **HOW TO APPLY**

No phone calls please. We thank all applicants in advance, however, only those selected for an interview will be contacted. For more information, visit [www.bigsteelbox.com/careers](http://www.bigsteelbox.com/careers).