



Job Profile: Sr. Digital Analyst (Toronto Hub- National Scope)

About the Company:

S.O. Asher Consultants is a professional services firm that focuses on the strategy, development, and management of charitable lotteries for established and impactful charities. With over 45 years of experience as an industry leader, we have delivered over 450 successful lotteries to markets throughout Canada, United States and Australia that have generated over \$1.5 Billion in net revenue for our clients. We succeed when our clients succeed, and our primary mission is to deliver our clients exceptional financial results and proceeds towards their community causes in hospitals and healthcare. Every lottery ticket purchased makes a difference for our clients and the net revenue generated has historically supported in the advancement of medical research, technology, equipment, and overall care and services in our communities.

About the role:

The Sr. Digital Analyst will partner with stakeholders in the development and execution of digital marketing assets. Leveraging data-driven insights, this role aims to optimize advertising spend and enhance customer experiences to increase metrics for both online and offline efforts across our North American clients. With a lens towards ROI and optimization, this role will help the organization better understand and improve digital touchpoints, create measurement frameworks, identify and prioritize opportunity areas, and contribute to special projects.

We are looking to fill this position in our Toronto, Ontario location and will be a hybrid of remote and in the office work.

Primary Responsibilities:

- Work with marketing team to optimize online and offline tracking, testing strategies as well as influencing the recommended paid media strategy driving for ROI.
- Help in understanding the consumer journey and optimize owned and paid touchpoints.
- Advise on the creation of digital assets and content for campaigns and touchpoints by collaborating with marketing leads.
- Provide guidance to the digital design and site experience teams on best-practices and optimizations.
- Keep up with the latest marketing effort trends and best practices.
- Execute ongoing monitoring, reporting and pacing updates, channel activity with analysis, insights and recommendations as well as reporting on key SEO metrics and optimizations.
- Execute testing of campaign elements such as but not exclusive to creative, audience and landing page experience for continuous optimizations and identifying opportunities for future improvement.
- Execute SEO best practices and content optimization.
- Determine and optimize LTV frameworks that will work to optimize and drive consumer loyalty and retention.
- Recommend and train the team on new tools.
- The ability to develop effective relationships with internal and external stakeholders.

**Qualifications:**

- 7+ years of experience managing digital marketing campaigns and budgets.
- Experience in SEO methodologies and best practices
- Experience with vendor management
- The ability to develop effective relationships with internal and external stakeholders.
- Experience in a high-volume production environment
- Strong verbal and written communication skills
- Strong proof-reading skills and a keen eye for detail
- Intermediate level skills with MS Office
- Knowledge of measurement methodologies including multi-touch attribution and media mix modeling.
- In-platform experience in Paid Search, Paid Social, Display, remarketing and Affiliate.
- Experience with standard industry tools (SEO and analytics platforms), SEMrush, Google Analytics, Google Search Console, core web vital tools, etc.
- Experience using site analytics tools such as Google Analytics and Looker with strong analytical skills and ability to measure the success of campaigns and create dashboards.
- Strong understanding of consumer behaviour and the role of electronic direct marketing and web-based content in the consumer journey
- Experience with Salesforce and Marketing Cloud a major asset.
- GA certification is an asset.

Compensation and Benefits:

S.O. Asher Consultants offer a competitive salary and benefits package commensurate with experience including comprehensive health and dental coverage, access to wellbeing services, RRSP contribution matching, paid volunteer days and generous paid time off policies. As an expanding business, we offer opportunities for advancement and future growth opportunity.

How to apply:

If you are looking for a challenge, and the ability to make your mark while helping worthy causes, this may be a fit for you. Please forward your cover letter and resume to careers@soasher.com.

S.O. Asher Consultants is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.