



Digital Sales & Marketing Coordinator

The Novamen Experience:

When you start with Novamen, you are part of a successful Alberta based business with a history of serving Western Canada over the last decade. We treasure our people and ensure to build a work environment which promotes their professional and personal development goals, and provides coaching to help them succeed in their business career. Most of our staff have been with us for the long-term because we value and invest in the development of our people. You will have constant new challenges and products to bring to market as a team, this ensures the day is never boring and is always exciting with a rush of new opportunities to grow. We see our staff as family and celebrate life's milestones together in a big way especially on Birthdays and Holidays. When you join our team, you can expect the intention to serve our clients seamlessly and encourage everyone we work with to give back to our community in every way. We all grow together and our hope is we can grow side by side with you for years to come.

Responsibilities:

We are looking for a detail oriented, critical thinking, and collaborative digital sales and marketing specialist to be part of a team that is developing automation & support systems to produce a reliable source of B2B leads.

The ideal candidate for this position would be someone with light experience in most of the below areas and a can-do, positive, problem solving, accountable, self-directed attitude. They also must enjoy constant learning in the field of digital sales & marketing, eager to develop great relationships with clients and team members, built on integrity and authenticity

Digital Sales Development, Conversion Optimization & System Automation:

The primary objective of the role is to optimize current digital infrastructure and assist our internal team in providing accurate data at each step of the process, optimize existing processes, and manage all sales activities through applied CRM/Accounting (Hubspot, Quickbooks) technology.

The ideal candidate will be responsible for:

- Conversion Tracking & Lead Development
- Conversion Optimization
- CRM Process Development
- Ad Campaign Creation & Management
- Email Automation Nurture Campaigns
- LinkedIn & Facebook Lead Development
- Training Program Development Optimization

Digital Tools:

- Quickbook Enterprise
- MS Suite (Word, Excel)
- Receptionist Application - Check in Software
- Hubspot CRM
- Ammo-box - web-based collaborative platform

- Tanklink

Requirements:

- Post Secondary Education in Marketing, Sales, Business, English or Psychology
- Is Super Keen to Continuously Learn & Earn
- Hard Working, Gritty, Results-Driven
- Comfortable Independently & With a Team
- Loves a Challenge & Learning Product Knowledge

Please note our organization welcomes diversity (people of all ages, backgrounds, races, genders, or sexual orientations), this specific position is sponsored by a government grant and successful candidates must be:

- 30 years of age or younger
- Canadian, a permanent resident of Canada, or a refugee residing in Canada
- Must have post-secondary education

Job Types: Full-time

Pay: \$42,000 - \$50,000 per year

Interested candidates can apply by sending their resume to: hr@novemen.ca

This internship is funded by the Government of Canada under its Digital Skills for Youth (DS4Y) program. DS4Y, an initiative from Innovation, Science and Economic Development Canada (ISED), provides an opportunity for youth to gain valuable training and work experience needed for today's digital economy.

For more information about the DS4Y program in New Brunswick, please visit <http://www.cybernb.ca/DS4Y>

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