

# LifeSpeak Inc.



## Digital Campaign Manager

Status: Full-Time

Start Date: TBD

Location: Remote within Canada

### LifeSpeak Company Overview:

At LifeSpeak Inc., we believe that wellbeing can't wait. LifeSpeak Inc. is the leading provider of mental, physical, and family wellbeing solutions for employers, health plans, and other organizations. With a suite of digital solutions, LifeSpeak enables organizations to deliver best-in-class content and human expertise at scale, catering to employees throughout their wellbeing journeys. The LifeSpeak Inc. portfolio of solutions spans every pillar of wellbeing, including LifeSpeak *Mental Health & Resilience*, Wellbeats *Wellness*, Torchlight *Parenting & Caregiving*, ALAViDA *Substance Use*, and LIFT session *Fitness*. Collectively, LifeSpeak Inc. has more than 30 years of experience working with Fortune 500 companies, government agencies, insurance providers, unions, and other organizations across the globe. Insights from LifeSpeak Inc.'s digital and data-driven solutions empower organizations and individuals to take impactful action to address gaps in wellbeing, ultimately enhancing workplace performance outcomes.

**Passion** – Operate with a sense of urgency, enthusiasm, initiative, and commitment

**Authenticity** – Deliver genuine experiences that foster meaningful connections

**Integrity** – Commit and execute with honesty, credibility, and reliability

**Innovation** – Continue to lead in the wellbeing industry in ways to engage more people

**Collaboration** – Work together as a TEAM to meet our clients' and business' objectives

## **Job Description:**

Are you a tech savvy marketer who enjoys developing expertise in the latest digital tools? Love creating data-informed demand generation campaigns? Get fulfillment out of seeing those campaigns translate to business opportunities? Then this role is for you!

The Digital Campaign Manager offers you an exciting opportunity to put that expertise to work managing digital demand generation strategy and execution. Aligning with the overarching sales and marketing strategy and reporting to the Director of Performance Marketing, the Digital Campaign Manager will be responsible for developing campaign strategy; building marketing automations; creating landing pages; on-page SEO-optimization; managing live webinars; and reporting on digital marketing campaigns and objectives.

The position involves working collaboratively across the entire sales and marketing team, managing all demand generation-oriented digital tools and requirements in areas such as events; partner and sales enablement; marketing communications; creative services; and client communications.

## **Primary Responsibilities:**

- Shared accountability for demand generation objectives and results
- Identify and manage the optimal marketing automation software for building campaigns and tools
- Deploy digital content, including articles, landing pages, forms, webinars and event registration/confirmation pages
- Report weekly on digital marketing metrics, including web traffic, content marketing performance, email marketing and ad performance
- Support Director of Performance Marketing in ABM and campaign strategy creation and execution
- Manage and run live marketing webinars

## Requirements:

- 3-5 years of digital marketing experience
- Bachelor's degree in related field
- Experience working in marketing automation software such as ClickDimensions, Hubspot and/or Microsoft Power Automate
- Advanced knowledge of WordPress CMS
- Working knowledge of Google Analytics and Search Console
- Working knowledge of HTML and CSS code
- Working knowledge of imaging software such as Photoshop and/or Canva
- A good understanding of UI & UX principles
- Experience with CRMs such as Salesforce and/or Microsoft Dynamics
- Ability to build analytics dashboards and reports to track metrics and make informed data-driven recommendations

*At LifeSpeak, our goal is to be a diverse and inclusive workplace that is representative, at all job levels, of the clients we serve. We're proud to be an inclusive company and an Equal Opportunity Employer and we prohibit discrimination and harassment of any kind. We believe that diversity and inclusion among our teammates is critical to our success as a company, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool. If you're thinking about joining our team, we expect that you would agree!*

*If you need assistance or accommodation due to a disability, please email us at [hr@lifespeak.com](mailto:hr@lifespeak.com) and we'll be happy to assist you.*