

Digital Marketing Specialist

About Us

At [Advanced Glazings Ltd.](#), we are at the forefront of revolutionizing the building industry with our groundbreaking products, Solera and SoleraWall. We don't just sell products; we create unparalleled occupant experiences in beautifully naturally daylighted buildings. With over 2500 projects spanning North America and the world, we are pioneers in crafting customized daylighting solutions for every building.

Our company is committed to leading the way in our industry by constantly crafting and sharing high-impact, educational marketing collateral, and we understand the value of great storytelling via all available channels. Our work is regularly featured in regional, national, and international media, where we unpack the myriad ways that our technology impacts building occupants across multiple industry verticals from a wellness and productivity perspective, as well as best-in-class design innovation.

Who We're Looking For

Are you passionate about digital marketing and love embracing challenges? We are seeking a highly skilled Digital Marketing Specialist who is enthusiastic about growing Advanced Glazings Ltd. This role is pivotal in driving demand for our innovative products and services. We are committed to supporting your success and helping you achieve your best potential.

Responsibilities

- Build meaningful relationships with potential clients through various digital marketing channels.
- Work closely in partnership with our external PR agency to source and activate the right marketing/sales materials for highly targeted earned media campaigns.
- Develop compelling, SEO-driven content for our website, blog, case studies, and social media platforms.
- Plan, create, and monitor digital advertising campaigns, including email, paid search, display, and social media.
- Produce engaging YouTube videos, managing the entire process from planning to launch.
- Provide timely, precise reporting and recommendations to optimize digital campaigns and meet organization ROI goals.
- Conduct monthly interviews with architects and building owners for blog and case study content.
- Research new marketing channels, customer segments, and industry updates to stay ahead of trends.
- Collaborate with the sales team to develop strategic messages, nurture leads, and target new markets.
- Assist the sales team by creating additional marketing and communication materials, such as presentations, infographics, and email templates.
- Moderate continuing education programs, introducing hosts/presenters and facilitating online engagement on platforms like Zoom.
- Act as the company spokesperson when required.

Qualifications

- Bachelor's degree in marketing, public relations, communications, or a related field.
- 2-5 years of experience in a related field.

- Proficiency in developing and managing multi-touch digital marketing campaigns, including Google Analytics/Ads, social media platforms, and marketing automation tools.
- Exceptional creative thinking, writing, and copy-editing skills.
- Highly organized with the ability to work independently.
- Proven track record and in-depth understanding of digital marketing concepts, channels, and platforms.

Nice to Have

- Familiarity with Canva, Mail Chimp, Trello, and internal CRM databases.
- Interest or curiosity about building, construction, architecture, and sustainability in the built environment.
- Understanding of sales funnels and optimization.
- Knowledge of HTML/Drupal (bonus).
- Basic video editing and graphic design skills.
- Passion for innovation, technology, and natural daylight (bonus).

Why Join Us?

- An award-winning, inspiring workplace that values and recognizes exceptional work.
- Stimulating work environment with challenging projects and ample opportunities for skill development.
- Access to additional training in sales and marketing skills.
- Opportunity to work in an exciting industry with clients spanning the globe.
- A creative and innovative workplace where curiosity is encouraged, and new ideas are embraced.

Benefits

Besides a salary and performance-based bonus structure ranging from \$65,000 to \$82,000 (dependent on experience) you will also enjoy the following benefits:

- eligible for a comprehensive company benefits plan
- You'll also gain valuable training, experience, and mentoring from our dynamic team.

We appreciate all applicants' interest in this position; however, only those selected for an interview will be contacted.

Thank you for considering Advanced Glazings Ltd. as your next career move!