

Content Marketing Manager Mega Group Inc. – Boucherville Office

Mega Group Inc. is Canada's largest retail buying and support group of independent furniture, appliance and consumer electronics retailers. We are dedicated to providing programs that stimulate growth and promote success. Our vision is to be the essential supplier of retail services ensuring the continued success of the Independent Home Goods retail channel in Canada. As a Platinum Member of Canada's Best Managed Companies, we serve over 700 retail members across the country with offices located in Saskatoon and Boucherville.

We are proud to provide an employee-friendly work environment, where work-life balance is a priority. We value the talents and abilities of our employees and strive for an open, flexible, cooperative, and dynamic work environment.

We are seeking a Content Marketing Manager in our Boucherville office. The incumbent's primary responsibilities will be:

- Overall responsibility for the execution and optimization of the Content Marketing Strategy for Mega Group.
- Work closely with the merchandising departments and SEO specialist to establish content creation priorities and requirements.
- Manage content creation, editing and translation with various stakeholders and/or contributors (internal and external) to add customer value, ensuring brand coherence and improving KPI metrics.
- Coordinate with various internal or external stakeholders the distribution of the content on various platforms.
- In collaboration with Digital Services, implement measures of effectiveness for Content Marketing strategies, tactics and initiatives.
- Analyze measurement reports and changes strategy or tactic to optimize meaningful results.
- Create and maintain content calendars and work-back schedules in conjunction with the Marketing and Merchandising Directors for content creation and distribution via digital and physical channels/platforms: social media, blog, email, in-store, flyers, etc.
- Publish and post content in accordance with the content calendar on the various digital platforms.
- Ensure all programs/campaigns are consistent and aligned with the brand strategy.

Qualifications

- Bilingualism (English/French) is required
- Minimum 3 years of experience commissioning, producing, publishing and amplifying written/video/graphic content on behalf of brands
- Experience in Merchandising, Marketing and/or Digital Services would be an asset
- Bachelor's degree in Marketing, Communications or a combination of equivalent experience is required
- Project management skills
- Knowledge of social media platforms (Facebook, Pinterest, Twitter, Instagram, LinkedIn)
- Experience with a Marketing Automation Platform and search engine optimization best practices
- Experience with image manipulation and optimization
- Copywriting skills to engage consumers
- Experience with WordPress would be an asset

Please apply in confidence no later than January 29, 2021 to hr@megagroup.ca

**Please note that only those candidates selected for an interview will be contacted*