



ASCENDX
DIGITAL

Digital Marketing Specialist (1-year Contract)

About the Role

We are seeking a skilled and highly motivated **Digital Marketing Specialist** for a 1-year contract to support partner marketing programs for our global clients. We are looking for a self-starter who takes initiative, has a strong work ethic, and is excited to learn and take ownership of their work.

As our business grows, there may be an opportunity for this position to transition into a permanent, full-time role.

This role focuses on enabling through-channel marketing automation (TCMA), building engaging digital campaigns, and ensuring seamless support for partners. You will collaborate closely with cross-functional teams to enhance partner engagement, optimize marketing strategies, and deliver measurable results.

Key Responsibilities

1. Through-Channel Marketing Automation (TCMA) Support

Assist with the creation of global technology marketing campaigns including:

- Building landing pages that are professional and engaging
- Creating associated email and social media marketing campaigns
- Collaborating with search engine marketing teams
- Building campaign calendars and execute marketing activities
- Develop and manage partner communication plans and calendars to maintain engagement and program awareness.
- Handle coding, loading, and scheduling social media posts and email campaigns.

2. Content Creation

- Create marketing content for clients – blogs, articles, infographics, ad creative and copy content, and videos.

3. Program Management & Reporting

- Work and communicate directly with client marketing teams
- Monitor partner accounts, identify technical issues, and follow up to ensure resolution.
- Track lead management processes and ensure partners are effectively receiving and utilizing leads.
- Regularly meet with internal teams and partners to review progress and plan improvements.

Qualifications

- **Experience:** Digital marketing experience is an asset, but this job could also suit a new grad with relevant education.
- **Skills:**
 - Exceptional communication skills – writing and verbal communication
 - Strong organizational, project, and time-management skills, with the ability to manage multiple projects and deadlines
 - Strong attention to detail
 - Analytical skills for performance tracking and reporting
 - Ability to create engaging content and execute digital marketing campaigns
 - Professional and comfortable communicating directly with clients and partners
 - Knowledge of SEO
 - Proficiency in creating engaging content and executing marketing campaigns
 - Strong proficiency in Microsoft Office tools (Word, Excel, PowerPoint)
- **Education:** Diploma or degree in digital marketing (or equivalent experience)
- **Tools & Platforms:** The candidate should have familiarity with the following:
 - Social media marketing
 - Email marketing platforms
 - Basic graphic design tools (ex. Canva)
 - Microsoft office tools (Word, Excel, PowerPoint)
 - AI (ChatGPT, Claude, etc.)
 - Web builders (WordPress or others)

Why Join Us?

- Work on innovative marketing programs that drive measurable business impact.
- Collaborate with a dynamic team and global technology clients.
- Opportunity to grow and specialize in technology and partner marketing strategies.

Work Environment

- This is a 100% work from home position

Our commitment to diversity and inclusion

At AscendX Digital, we celebrate diversity in all its forms and are committed to building an inclusive workplace where everyone can thrive. We believe that diverse perspectives drive better ideas and stronger results.