HPN HILLTOP PARTNER NETWORK

Digital Marketing & Web Analyst

Graduate Internship – Full-Time | Remote (Canada)

The Opportunity

Hilltop Partner Network is looking for a Digital Marketing & Web Analyst to support the Director of Marketing in executing the digital marketing program that will help drive commercial launch of our new SaaS product.

The successful candidate will support the execution of digital marketing activities across web, paid advertising, social media, content, and analytics. The Director sets strategy and direction; you execute with precision and report on results.

A significant part of this role is hands-on WordPress website work. You will support the development and ongoing management of the public-facing product website — the primary digital presence used for advertising, SEO, and lead generation leading into and through commercial launch. This is practical, portfolio-building work on a live commercial product.

Responsibilities

1. Product Website — Development and Ongoing Management

- Support the build-out and ongoing management of the public-facing product website on WordPress.
- Develop and publish content for product pages, features, pricing, use cases, blog, and lead capture forms.
- Manage day-to-day WordPress administration: plugins, updates, performance, security, and accessibility.
- Support implementation of on-page SEO: keyword research, metadata, internal linking, and structured content.
- Build and maintain campaign landing pages.
- Set up and manage Google Analytics 4, Google Search Console, and heatmapping tools under direction.
- Produce weekly website performance reports: traffic, organic search, bounce rates, and conversion events.
- Identify and implement site content and structure improvements based on analytics data.

2. Paid Digital Advertising

- Execute approved paid campaigns on Google Ads and LinkedIn Ads per campaign plans set by the Director.
- Monitor daily performance: impressions, clicks, CTR, cost-per-click, and conversions.
- Track ad spend, invoices, and payments against approved budgets.
- Produce weekly performance reports with observations and flagged optimization opportunities.

3. Social Media & Content Marketing

- Publish approved content to LinkedIn on schedule; maintain the publishing calendar.
- Monitor and report on engagement: followers, reach, engagement rate, and click-throughs.
- Support content development: draft copy for approval, identify content gaps, and publish on schedule.
- Execute approved email and newsletter campaigns; report on open rates, click rates, and conversions.

4. Webinar & Event Logistics

- Coordinate product webinars on Microsoft Teams: setup, registration, speaker prep, dry runs, reminders, and post-event asset distribution.
- Support other launch events and promotional activities as directed.

5. Analytics & Marketing Operations

- Maintain a weekly marketing performance dashboard across all channels: website, SEO, paid ads, social, and email.
- Prepare meeting materials and capture action items for marketing meetings.
- Maintain organized file structures, publishing calendars, and versioned content libraries in SharePoint/Teams.
- Use AI productivity tools (Microsoft Copilot, ChatGPT, or equivalent) to accelerate drafting, research, and reporting — with disciplined verification of AI-generated output.

Required Skills & Experience

- Recent post-secondary graduate (diploma or degree) in marketing, digital media, communications, business, or a related field.
- Demonstrated hands-on WordPress experience: content publishing, site administration, and plugin management.
- Working knowledge of Google Analytics and/or Google Search Console.
- Solid understanding of SEO principles: on-page optimization, keyword research, and metadata.
- Strong written communication: capable of writing professional, audience-appropriate content and clear analytical reports.
- High attention to detail: organized file practices, checklist discipline, and reliable follow-through on deadlines.
- Active daily user of at least one AI productivity tool (Copilot, ChatGPT, Claude, or equivalent) with strong habits around verifying AI-generated output.
- Confident daily user of Microsoft 365 (Outlook, Teams).
- Self-directed and organized: able to manage competing priorities in a fully remote environment.

Nice to Have

- Hands-on Google Ads and/or LinkedIn Ads experience: campaign setup, management, or reporting
- Experience with email marketing platforms such as Mailchimp, Constant Contact, or HubSpot
- Exposure to a SaaS or B2B marketing environment
- Basic graphic design for social media assets (Canva or equivalent)
- SharePoint/Teams experience for shared file management and versioning

Other Requirements

This role is being offered through the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) Youth Employment Program (YEP). Successful applicants must meet the following Program eligibility requirements, including being:

- Between 15 to 30 years of age at the start of the job placement.
- A post-secondary graduate.
- A Canadian citizen, permanent resident of Canada or person granted refugee status in Canada.
- Legally entitled to work according to the relevant provincial legislation and regulations.
- A first-time participant in a Youth Employment and Skills Strategy work experience program targeted at post-secondary graduates.

Our Offer

- Work from anywhere in Canada — fully remote; we will support your home office setup
- Flexible schedule within core collaboration hours
- Competitive salary commensurate with experience
- Competitive benefits package
- Mentorship from an experienced Director of Marketing and Communications
- Hands-on experience supporting a SaaS product commercial launch from the inside
- Tangible portfolio assets: a live product website and documented campaign work

> Success in this role requires strong self-management in a fully remote environment, attention to detail in execution, and genuine interest in digital marketing and technology products.

How to Apply

Submit your resume, cover letter, and portfolio samples by email to careers@hilltoppn.com.

About Hilltop Partner Network

HPN is a collaborative network of 400+ seasoned independent consultants and specialist firms. We deliver IT, cybersecurity, digital transformation, and business strategy services to government, healthcare, and insurance clients across Canada. We operate a transparent revenue-sharing model and maintain strong, long-term relationships with our members and clients.

Our Values

We collaborate as a team and as a Network · We are driven · We are trustworthy and transparent · We are curious, adaptable and resourceful · We laugh, have fun and are authentic

Hilltop Partner Network does things a bit differently...and everyone benefits.