



## Marketing Specialist

Hilltop Partner Network (HPN) is a member network of independent consultants and specialist consulting firms. We connect our members to consulting opportunities, and we connect our customers to new capabilities.

We are looking for a full-time **Marketing Specialist** to join our growing Marketing team. This is a remote position, to be based anywhere in Canada.

### What we're looking for

You're an experienced B2B marketing professional who is looking to take the next step in your career by leveraging your creative ideas in a fast-growing start-up. Part SEO, part content, part social—this role would be a great fit for a marketing generalist who is interested in further developing their digital marketing skillset.

### Responsibilities

- Develop and execute digital strategies and marketing campaigns such as email, SEO, SEM, display, social and cross-media advertising.
- Create, curate and manage content and creative assets across digital channels.
- Build and nurture a growing professional community of consultants and customers on LinkedIn.
- Build SEO-oriented content strategies to generate qualified traffic and increase brand awareness.
- Help measure and report on digital marketing performance campaigns (ROI and KPIs).
- Collaborate with other business teams to develop member marketing recruitment and engagement campaigns.
- Provide digital marketing support for events and promotions.

### Requirements:

- Degree or diploma in marketing, communications, or related discipline.
- Two to five years of experience in a B2B marketing role, including demonstrated experience in digital marketing with a focus on SEO and SEM.
- Strong understanding of keyword research, PPC, LinkedIn and Google Ads.
- Demonstrated experience writing copy and creating content for multiple digital platforms.
- Highly motivated and can work independently and efficiently in a fast-paced, changing environment.
- Ability to work on multiple projects/executions and comfortable learning new technologies.
- Excellent written and verbal English communications skills.
- Basic knowledge of HTML and CSS, and experience maintaining websites.
- Experience using design programs (Adobe Creative Suite, Canva) and WordPress is strongly preferred.



Applicants should apply by Wednesday, October 19 to [marketing@hilltoppn.com](mailto:marketing@hilltoppn.com).

Please include a link to your online portfolio or a selection of writing/work samples with your application.

**As a member of our team, you will enjoy:**

- Work from anywhere in Canada
- Health and dental benefits and group insurance plan
- Three weeks paid vacation to start
- Professional development and training support
- Excellent work/life balance
- A chance to make your mark on a growing organization
- Salary range: \$50,000 - \$60,000 CAD

**What we do**

Hilltop Partner Network provides premium, full-service management consulting services to our customers, without the overhead cost of traditional consulting firms. Our network is comprised of experienced consultants who have comprehensive capabilities and deep industry knowledge.

Together, we help customers solve the most complex issues in their organizations through effective strategy, innovation, information technology, and security solutions, business and digital transformation, and more.

**Our Values:**

- We collaborate as a team and as a Network
- We are driven – challenging ourselves and our teams to achieve our potential
- We are trustworthy and transparent
- We are adaptable and resourceful
- We laugh, have fun and are authentic

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