



Digital Marketing Manager

A Little About Us:

We build the Springfree Trampoline because we believe backyards should be a place for safe play. Springfree's innovative design is the world's safest, highest quality and longest lasting trampoline supported by a full 10 -year warranty. Springfree is part of Goba Sports Group, committed to encouraging people to Go Outside and Be Active.

Springfree Trampoline prides itself in connecting active families with the World's Safest Backyard Trampoline. Springfree Trampoline sells direct-to-consumer on our website, has retail stores, as well as several pop-up locations in Canada, USA, Australia & New Zealand. We are also available for sale at authorized Dealers, national e-tailers and retailers as well as Amazon. Our Corporate Headquarters are located in Toronto, Canada. We also have offices in USA, China, Australia and New Zealand.

What You'll Be Doing:

We are looking for a Digital Marketing Manager, who will proactively support the Growth Marketing team and collaborate with the regional marketing teams to build and execute an integrated digital strategy and lead nurturing campaigns working with channel owners for digital paid media, email and web.

The Digital Marketing Manager will work with teams across the globe including the Canadian, United States, Australian, and New Zealand marketing teams to develop and support regional and global digital marketing initiatives. You will manage the digital channel owners for email automations and digital paid media and work with them to develop campaign strategies, identify KPIs, and report on results of the Growth Marketing process.

Job Highlights:

Digital Marketing

- Drive the development of digital strategies in collaborations with the regional marketing teams.
- Work with channel owners to develop digital paid media and email automation strategies for regional markets.
- Assist with developing digital consumer insights for regional and local markets.
- Develop a cross-channel lead nurturing process across paid, email and web channels.
- Manage and coordinate digital campaigns working alongside channels owners to execute tactics.
- Understand and develop the customer experience strategy across all digital channels and incorporate offline channels where appropriate.
- Assist with developing email deployment strategies for the US, CA, NZ.
- Work with regional leaders to understand their market and customer needs and identify opportunities to complement their marketing programs.
- Identify digital campaign goals and KPIs to analyze and report on the success of the Growth Marketing process.
- Responsible for working with regional marketing teams to review and determine the right solution for the global social media structure.
- Use customer and data-driven insights to build full-funnel, cross-channel programs.
- Develop a testing and optimization plan, track results, and identify improvements as part of the Growth Marketing process.

Customer Data Platform

- Coordinate projects related to Customer Data Platform (CDP) and implement them within the platform.
- Assist the VP, Growth Marketing with the customer data platform strategy and tactics.



Global Content

- Lead discussion on website content and messaging, and collaborate with global web development team on the website user-experience
- Development of global digital brand ads to support paid media and other digital tactics.
- Support regional market leaders and their teams with development of regional content strategy and best practices as needed.
- Support ongoing content optimization and testing across digital channels.

What You'll Bring:

- You have a College or University Degree
- You have a minimum of 3 - 5 years relevant experience
- You have previous digital marketing experience (paid media, email marketing, digital campaign, social media, e-commerce)
- Skills at reporting on digital benchmarks
- Extensive experience and understanding of SEO, Google, Facebook and Google Analytics
- You have previous experience developing digital marketing strategy and campaigns
- You are organized with strong time-management skills and have a strong attention to detail
- Ability to lead and inspire a small team
- Actively contribute to the business digital strategic direction
- Proficiency in standard business applications such as Word, Excel, PowerPoint
- Add value and share collaborative ideas with digital team and global marketing leadership team
- Strength in stakeholder management

Please forward an updated resume to hr@gobasports.com