

Digital Adoption Strategist

Job Description

Wingman Direct Marketing & Digital Advisory is recruiting now for an experienced **Digital Adoption Strategist** to fulfill a permanent full-time role for Wingman's Canada Digital Adoption (CDAP) clients.

As the successful candidate you will be responsible for initiating client digital assessment and analysis projects, reporting on planned and current strategies, researching and developing actionable digital adoption plans, and ensuring that projects are executed on time and within budget.

This position involves analyzing user experience data and planning projects to assist clients in reaching their business and digital adoption objectives. You have significant project management skills combined with broad experience in digital marketing, managed IT solutions and/or digital best practices.

This role will also have heavy participation in business development and planning activities for Wingman. This role is in Calgary, AB but can be hybrid/remote allowing the successful candidate to work remotely for most of the tasks assigned to them.

What You'll Get

Wingman offers a competitive wage and attainable opportunity for bonus. It provides the opportunity to work in a dynamic, fun but challenging team-oriented environment while also allowing the individual to fly solo. If you have the qualities we are looking for and want to advance your career with an industry leading company, this is a grass roots position with no ceiling on potential. Wingman is looking for someone with long-term goals so we can grow and soar together.

Requirements

- A firm grasp of digital transformation, digital marketing and/or emerging digital strategies a necessity.
- In-depth working knowledge of project management software.
- In-depth working knowledge of CRM process flow and/or funnel development and execution.
- 3+ years proven working success in a similar digital transformation role with proficient knowledge of digital project management and best practices.
- 3+ years customer service or sales focused experience.
- Degree, certificate, or diploma in Technology, Digital Marketing, Project Management, Lean Six Sigma or equivalent.
- Excellent experience with evaluating and implementing improvements on business strategy and daily optimization on multiple applications in various business departments.
- Strong attention to detail and ability to recognize data trends.
- Excellent organizational and time management skills being highly motivated to manage and complete projects in a timely manner and on budget.
- Ability to mentor others and foster a positive working environment.
- Exceptional written and oral communication skills with the ability to communicate ideas clearly to all levels of stakeholders.
- Good grasp of Accounting in the Cloud software applications, human resource information systems, WordPress or Shopify CMS is a definite asset.

- Knowledge and working ability of CRMs (preferably HubSpot or Salesforce), HRIS systems, and/or ERPs will bring your application to top of list.

This position will remain open until a suitable candidate(s) is selected. If you have the qualifications we are looking for, please submit your resume online.

As part of our flight crew, you will be provided:

- Base salary
- Bonus (Made available to candidates extended an offer)
- A safe and creative space designed to encourage collaboration.
- Group Health Benefits (after 3 months)

Why join the Wingman flight crew?

Wingman is a CDAP approved (March 11, 2022) Digital Advisory and full-service marketing strategy and execution agency. We set ourselves apart by being solutions-focused as opposed to tactic-focused. We are experts at streamlining efficiencies and maximizing results while always mindful of campaign cost and timing. Our home barracks are in Calgary, AB but we have clients across Canada.

In this role, as a Wingman flight crew member, you will have the opportunity to assist in carving out the future of Wingman, its clients and yourself – a true triple-win!

Next steps

We hope you will join our flight crew at Wingman where our clients' results are our only focus. We keep our eyes on the prize. Otherwise, why do it?

Please submit applications by clicking on the 'Apply Now' button on this page. The application must include a cover letter (clearly demonstrating your qualifications and availability for this position) and current resume. Applications must be submitted in a single PDF document no later than Friday, December 15, 2022, at 5:00 pm (MT).

Wingman is an equal opportunity employer and is strongly committed to fostering diversity within our community. We encourage expressions of interest from all qualified applicants for consideration for this position however only residents of Calgary and surrounding towns will be given consideration.

We thank all candidates for their interest but only applicants selected for an interview will be contacted.

Job Type:

Full-time

Salary:

\$48,000.00-\$60,000.00 per year

Schedule:

Monday to Friday

Supplemental pay types:

Bonus pay