



[Kai Analytics and Survey Research Inc.](#) is a Vancouver-based Market Research firm leveraging machine learning technologies to help organizations quickly understand thousands of open-ended customer feedback responses. We are seeking a digital marketing specialist with experience in digital marketing or product development to help us build engaging marketing/sales campaigns. Through our self-serve qualitative analysis platform, www.unigrams.com, the successful candidate will also gain experience working in a tech startup. We hope this an exciting opportunity for the candidate to be exposed to new technologies in the field of data science.

Digital Marketing Specialist (Remote)

The ideal candidate will:

- Become familiar with our company's services and product
- Work closely with our in-house designer to translate technical details into benefits for the user
- Craft compelling messages across marketing channels (landing pages, email campaigns, website content and social media posts)
- Copy/editing and proofreading as required
- Review results from our market analysis to position our services and products
- Setup and manage digital ads on Google and LinkedIn Ads
- Evaluate campaigns using relevant key performance indicators (KPI) and feedback from existing and prospective customers
- Receive training on using data analysis tools such as Excel, Power BI, etc.

Required Skills and Experience:

- Experience with content writing for company blogs, case studies, and social media platforms.
- Experience with product/brand marketing tactics (e.g. integrated marketing campaigns)
- Excellent communication skills
- Analytical mind and strong quantitative skills
- BSc/BA in Marketing, Communications, English/Literature, or similar field
- *Experience in graphic design and grant writing a plus*
- *Experience with web analytics tools (e.g. Google Analytics) a plus*



Example Deliverables

1. **Create new and Refine Existing Business Case Studies**
Help highlight our successes and educate customers on why qualitative analysis will help them simplify their work.
2. **Validate the Product & Services Road Map**
Help validate our KPIs, customer on-boarding strategy, and approach to acquire new customers. Understand customer pain point and ways to refine our product.
3. **Draft Original Content Pieces**
Draft original value-added web content via blogs, social media posts, and our [newsletter](#). This is a past example of an original content: [How to Use Text Analysis Techniques to Bring Qualitative Data to Life \(kaianalytics.com\)](#).
4. **Copy/Editing and Proofreading**
Proposal, grant submissions and etc.
5. **Other Digital Marketing Task as Required**

Flexibility

This role will allow you to work remotely from anywhere in Canada provided you can follow a regular Pacific or Eastern shift. You will be successful if you are organized and self-motivated. We keep office hours throughout the day, so we can accommodate your class or family schedules. Our teammates are currently based in British Columbia, Ontario, and Japan.

Term and Professional Development

The candidate will be hired on a three-month probation period during which the manager will set mutually-agree upon goals to ensure you have every change to be successful in your role. Training is provided on the job and workshops relevant to role will be covered upon approval. *Please also note that funding for this role and subsequent placement of a candidate may be contingent upon pre-approval for grant funding from one or more funding partners; as such, you may be asked questions to assess eligibility for these programmes during the hiring process and be subject to pre-approval.*

To Apply

Please submit a resume, a brief cover letter and a past example of your work related to the position (school assignments will also be accepted) to: hr@kaianalytics.com. Due to provincial and federal funding requirements, this position will prioritize candidates who are Canadian citizens, permanent residents or a protected people as defined by the Immigration and Refugee Protection Act.