



Digital Marketing Strategist

We're passionate about play. We believe that bringing play to communities makes the planet more livable and socially just. With thousands of installations across the world, we're excited to be a part of the movement toward a healthier, happier, global community by offering innovative aquatic play solutions designed for developing minds, thrill seekers, budding explorers, and the young at heart.

Our work culture is important to us and we believe that with a team of individuals that demonstrate an **ICARE** attitude we can achieve amazing things. From tacking a weld to putting the final touches on a piece of ad copy, we believe that every task we undertake is important and should be completed with an **INNOVATIVE** approach, a solid **COMMITMENT**, and an **ATTITUDE** that anything is possible, along with mutual **RESPECT**, and a level of **EQUALITY** that invites collaboration.

We're always looking for exceptional people to join the Waterplay Group of Companies. If you like working in a fast-paced, dynamic environment and have a passion for play, then we'd love to hear from you!

Position Overview:

You're a born storyteller, delivering your message in unique and creative ways through strategic and varied channels. You know when the plot is better suited to an Instagram post or a multidisciplinary campaign, and your stories always have a playful vibe: creating connections, meaningful dialogue and lasting impressions.

You know all the tricks and technology to captivate the hearts and minds and loyalty of our customers through irresistible and compelling content.

Your tenacious style and admit it, competitive drive, means you'll stay engaged beyond launching a campaign, as you care about every step in the customers' journey far beyond a warranty date.

We need a content strategy suited to our international operations and global presence, and considerate of all our partners' needs. You'll build and manage our digital marketing calendar to align with our corporate calendar of events and all other marketing and community engagement activities. Our marketing team and leadership team will support you, but the strategy and execution are yours to lead. Nothing is above or below you, you simply get the job done working well in diverse teams.

With a wealth of metrics at your fingertips, you can prove the success of your campaigns. And you can explain them to others inside our company to support, maybe even justify, your reasons why. If there's an algorithm, you know it and your tactics reflect that. We trust you to audit our existing



social presence and will rely on your advice to amplify it in key areas of SEO, content marketing, email marketing, PPC and SEM – and anything else you identify we need.

We have a lot of tools and platforms we want to share (podcasts, continuing education unit webinars) to support our Dealers and engage our communities and need your ideas about how to best deliver these into the market. Never afraid to try something new, you learn and adapt to find the right solution based upon data....and sometimes gut.

If this aligns to what's on your resume, and you also have post-secondary education in marketing or business, at least 5 years' experience in digital marketing, B2B experience preferred, with more than a few campaigns for street cred and are proficient in video editing, Microsoft applications, the Adobe suite, Photoshop, we'd love to hear from you..

Please send your resume with a cover letter to careers@waterplay.com with **"Digital Marketing Strategist"** in the subject line or via mail to:

Attention: Careers
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