



Skipper Otto

Job Description

Digital Marketing & Design Specialist Skipper Otto Community Supported Fishery

About Skipper Otto Community Supported Fishery

Skipper Otto Community Supported Fishery is an innovative solution for home cooks to source premium, wild seafood directly from independent, Canadian fishing families. Skipper Otto is on a mission to keep small-scale fishing alive in Canada, protect our valuable ocean resources, and ensure everyone has access to traceable, sustainably caught, west coast seafood. Founded in 2008, Skipper Otto was the first Community Supported Fishery in Canada, and one of the first world-wide.

Skipper Otto is a great place to work! We have a strong, supportive team with a growth mind-set and a culture of positivity, creative problem solving, collaboration, and fun. We value people, communities, and environmental and social justice. We are a certified [Living Wage Employer](#), and a certified [BCorp™](#).

Learn more about us at: <http://www.skipperotto.com/>

Who are you?

You know marketing and love telling stories for a brand you believe in. You have worked within a B2C company or marketing agency, to deliver engaging content with great results. You believe in what data driven marketing can do in a direct-to-consumer business. You are detail oriented, self-motivated, and comfortable in the day-to-day while still connecting everything to the big picture. You take pride and ownership of your work and are a strong communicator and active listener. Your partners and co-workers trust and respect you because you clarify expectations and are empathetic to their challenges and needs. And you are excited about learning and working in an impact-driven company with a passionate team toward a shared vision for a more just and sustainable world.

You also have:

- At least 5 years of experience in a graphic design and digital marketing role, or equivalent.
- Solid experience in digital marketing strategy, Meta & Google Ads.
- Solid experience in digital marketing channels including SEO, email marketing and social media advertising.
- Experience building engaged audiences on social media, email, and other digital channels
- Solid knowledge of web and social analytics tools (eg: Google Analytics, Meta).
- Strong graphic design skills.
- Experience with photo/video editing software including Photoshop, InDesign, Illustrator, Motion graphics, Adobe suites, Canva, etc.
- Experience with website management and landing page creation (eg: WordPress)
- Experience with project management software (eg: Asana)
- Excellent written and verbal communication.
- Effective time management skills and the ability to meet deadlines.
- Familiarity with and an interest in the local food movement, sustainable food systems, and/or fisheries

About the Role

The ideal Digital Marketing & Design Specialist is exceptionally creative, sales-oriented, and highly skilled in building digital campaigns that convert. They will be responsible for creating, planning and executing web, social, SEO, and content strategies for Skipper Otto. This role requires accuracy and timely execution of digital initiatives and graphic design creation to support marketing strategies and brand awareness, towards the fulfillment of the company's larger objectives, all while keeping within budget and scope.

Specific Responsibilities

The Digital Marketing & Design Specialist will:

- Develop and implement comprehensive digital marketing campaigns to drive social and website traffic and increase online membership program sales.
- Create assets and execute email marketing campaigns to enhance brand awareness and drive conversions.
- Develop and optimize landing pages, links, and backlinks to support marketing initiatives and improve user experience across our WordPress website, as well web and social platforms.
- Create content, plan and implement campaigns across various digital marketing channels (SEO/SEM, social media, paid advertising, lead generation) to build audience engagement and drive sales.
- Scan for trending topics and stay current for integration into video content, social media (organic and paid), and e-newsletters, ensuring content resonance and heightened audience engagement.
- Develop and implement Google and Meta Ads campaigns to drive website traffic, increase brand awareness, and generate leads and sales. Manage Google and Meta Ads budgets effectively, ensuring efficient allocation of resources to maximize campaign goals.
- Develop and execute social media strategies to increase brand awareness, engagement, and traffic across various platforms, including e-commerce channels. Create and curate engaging content, monitor social media channels, and respond promptly.
- Evaluate overall and campaign-specific performance metrics, including engagement, traffic growth, and conversion rates, to optimize spend and performance based on analytics data, and develop reports to show strategy to the leadership team.
- Design and develop content for various digital (eg: still graphics and video reels including editing) and print projects (eg: marketing pamphlets, posters, signage, infographics etc)

Salary, Benefits and Perks

- The position offers a starting salary range of \$63,000 to \$70,000.
- Extended health, dental and vision benefits and an employee EAP program available after 3 months of employment.
- Vacation entitlement is three weeks paid vacation time, with additional paid days off between Christmas and New Years Eve.
- This role participates in the company-wide Extra Day Off (EDO) program with additional Fridays off throughout the year, which results in an alternating 4-day/ 5-day work week year-round.
- Discounted seafood and an initial \$100 seafood share credit.
- We are very people-oriented and believe in celebrating our milestones. We host company events, luncheons, and even ice cream days during the summer.

Position Details

- Regular work week will consist of 40 hours of work, Monday to Friday from 9am – 5pm
- Work will take place at Skipper Otto's place of business located at 202 – 1965 West 4th Ave, Vancouver, BC V6J 1E8, with some flexibility to work-from-home at times.
- You will report directly to the Marketing Manager.

How to Apply

- Please express your interest in the role by e-mail to info@skipperotto.com and let us know why you would be a fit. Please apply by sending a cover letter and resume.
- Clearly refer to the position title in the subject line of the email.
- Please apply by August 6, 2024.
- Successful candidates will be contacted by email. While we thank everyone for their application, only those selected for an interview will be contacted.
- We are an equal-opportunity employer. All qualified candidates will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, among other things, or status as a qualified individual with a disability.