



2600-1055 WEST GEORGIA STREET VANCOUVER BC V6E 3P3 PO BOX 11120
P 604.694.8800 F 604.694.0502 E info@wesbild.com — wesbild.com

Digital Communications Specialist

In the good old days of hiring someone to join marketing we would be talking about focus groups...

...you know, about the same time we walked to school uphill ten kilometers barefoot in blizzard conditions. In our modern world, many connections are built digitally – and we're looking for someone who is as engaging online as they are offline.

If you were hosting a focus group with our team to inform a new marketing campaign, and we sat behind the mirrored glass to observe, here's what we would see:

- You, enjoying conversation with the other strangers in the room, striking up conversations and creating connection with individuals and amongst the group overall. As the conversation evolves, an idea pops into your mind and you are off to the races! You share your ideas and thoughts with the group in a way that educates, engages and motivates. It sparks each person listening to contribute to the conversation. You guide the group through the creative process in a way that feels collaborative and inclusive while providing recommendations based on your experience and expertise in marketing, specifically social media and graphic design.
- When the group adjourns, you're eager to get back to your desk and put these ideas to work. As a social media expert, you launch an integrated campaign, spanning multiple channels. Your ability to engage through strategic storytelling creates a base of captivated followers overnight (well, almost overnight). The look and feel of your posts are elevated because of your graphic design prowess and experience in understanding engagement in the digital age.
- At the end of the process, you have led our team through the creation of a new website presence, social strategy and overall narrative for the marketing campaign. And, most importantly, the group buys-in to the vision you have set in motion.

Wesbild is looking for a Marketing Swiss Army Knife...someone who possesses skills in everything you need for every situation (clearly, we need help given the metaphor we just used in this advertisement).

The docket is full of exciting work for 2021 and we are looking for someone who can help Wesbild continue to share its story in an authentic way but also leverages the power of community and connection driven by today's use of social media.



2600-1055 WEST GEORGIA STREET VANCOUVER BC V6E 3P3 PO BOX 11120
P 604.694.8800 F 604.694.0502 E info@wesbild.com — wesbild.com

We're looking for an individual to join our team who possesses the following tools:

- Social Media Management
- Adobe Creative Suite
- MailChimp
- WordPress

The following add-ons are a big plus:

- HTML basics
- Google Analytics
- SEO best practices
- Photography Know-How
- Social Media Ads
- Google Ads

Pique your interest? [You know what to do...](#)