



Position Available: Director, Digital Marketing

Are you looking for a fast-paced, creative and challenging work environment?
Is working with energetic, passionate people right up your alley?

Torstar's portfolio of world-class internet sites, reaching over 15 million unique visitors monthly, currently includes 25 core brands such as; thestar.com, Canada's top ten local community sites, toronto.com, goldbook.ca, thespec.com, wheels.ca, therecord.com and gottarent.com.

Forward your resume to:
careers@torstardigital.com

THE JOB IN A NUTSHELL:

In this newly-created role, you will be charged with providing strategic leadership, championing digital innovation and instituting best practices to create a best-in-class digital marketing centre at Torstar that drives revenue, builds brand equity and increases consumer loyalty to its portfolio of digital brands.

Reporting to the COO, you will assume overall accountability for the internal customer relationships and for developing and carrying out the strategic marketing vision for each digital brand. Utilizing a combination of brand development, direct marketing, relationship marketing, search marketing, integrated media planning, publicity and social media, you will lead a large team of specialists to develop the planning, budgeting and execution of marketing programs for digital brands.

Building on a foundation of key performance indicators and ROI metrics, you will lead a team of subject matter experts to deliver results that support each digital brand's go-to-market strategy while meeting objectives of growth, revenue, profit, brand awareness and customer loyalty.

WHAT WE NEED YOU TO DO:

Consumer Insight:

- Develop fact-based strategic insights that effectively communicate the value of recommendations and approach to internal clients
- Develop and implement a best in class analytics process to ensure all digital initiatives are set against measurable objectives and there is recourse to ensure changes can be

made to meet expectations. This will include website analytics and email metrics, market research, test results, and competitive intelligence

- As needed, design primary and secondary research, conduct and analyze research and/or select and work with third parties to complete these tasks.

Marketing Strategy and Execution:

- Lead the creation of innovative end-to-end marketing strategy and implementation that drives performance against key business unit objectives
- Develop and drive investments in key digital marketing activities including brand building, search, email, affiliate marketing, lead generation, and community/customer engagement programs.
- Pilot, analyze, and measure business impact of emerging digital media such as mobile, and social media for brand awareness, conversion and loyalty.
- Actively leverage all internal promotional assets and synergies and develop external partnerships to maximize efficiency and effectiveness of the digital marketing investments.
- Build, manage and lead a high performing team with a strong sense for considering customer needs, incorporating company goals, and creating an experience able to inspire brand loyalty and drive site conversion.

ABOUT YOU:

You are long on experience:

- Post secondary degree in Marketing or a related discipline is required. An MBA with focus on Marketing is preferred.
- 7+ years in a marketing management and strategic planning role supporting a consumer facing organization (proven success in driving digital strategic thinking, marketing and business growth)
- At least 3 years direct marketing experience (developing marketing plans and tactics to drive lead generation, conversion and retention)
- At least 5 years digital marketing experience (responsibility for email, affiliate marketing, search, website analytics, lead generation, social media, mobile).
- Experience in understanding market research and business analytics; integrating with market and product knowledge, to develop marketing strategies and plans for the audience.

...and can make things happen:

- Creative, collaborative and consultative, and able to work well across a large organization to build a scalable digital experience.
- Results driven and focused on delivering against objectives
- Strong relationship building skills at all levels of the organization. A good listener, collaborator, and influencer. Excellent oral and written communications skills.
- Proactive, well organized self starter with strong project management skills

- High level of enthusiasm and dynamism, functions well in a team-driven and highly creative environment.

STUFF THAT'S NOT ON A RESUME:

- Enthusiastic with a passion for excellence
- Mature, honest, hard working yet light hearted
- Fearless, driven, yet patient
- A believer in Internet media, where it is today and where it is going

About Torstar Digital: <http://www.torstardigital.com>

Torstar Digital's mission is to deliver technology and strategic leadership to its online-only properties, create winning online businesses that can leverage Torstar Corporation's wealth of media assets and assist in online enabling of Torstar Corporation's existing portfolio of print businesses. Torstar's current portfolio of leading digital properties includes thestar.com, toronto.com, workopolis.com, wheels.ca, Olive Media, eyeReturn Marketing and a variety of regional sites.

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