



## **Position Available: Search Marketing Manager**

Are you looking for a fast-paced, creative and challenging work environment in a leading edge Internet company?

Is working with energetic, passionate people right up your alley?  
If so, Torstar Digital is looking for you!

**Forward your resume to:**  
[careers@torstardigital.com](mailto:careers@torstardigital.com)

Reporting to the Director, Digital Marketing, the ideal candidate will be responsible for developing and implementing cutting edge search engine strategies to increase traffic to Torstar's digital properties.

### **THE JOB IN A NUTSHELL:**

- Responsible for the planning and execution of Search Engine Optimization and Search Engine Marketing activities for a portfolio of websites including thestar.com, Toronto.com, wheels.ca, Goldbook.ca, Lifenews.ca, Localwork.ca, parentcentral.ca, yourclassified.ca, dailywebtv.com, healthzone.ca, yourhome.ca, homefinder.ca, myholidayhomerental.ca and the Metroland Community sites.
- Develop a search strategy to support business objectives by leveraging emerging technologies, business practices, and search engine algorithm changes.
- Lead the execution and management of search marketing campaigns and search engine optimization both on –page and off-page SEO strategies.
- Track, analyze and measure the performance of all search marketing campaigns to constantly optimize the results
- Through site performance research and the monitoring of search trends make strategic marketing recommendations about business building opportunities for our sites.
- Produce ideas for new initiatives based on keyword research data with an estimation of the likely impact to enable prioritization of tasks.
- Work collaboratively with key stakeholders to support projects to ensure their content and site design are SEO friendly.
- Keep current with SEO trends and actively research, test and propose new approaches to improving search engine ranking.
- Lead and motivate an analyst to create and execute SEO and SEM strategies to drive results across our brands

## **ABOUT YOU:**

- Savvy online marketer with 4+ years overall online marketing experience, with at least 2 years in SEO & SEM. Deep knowledge and interest in SEO, SEM and online media, including a curiosity about latest industry trends, technology and changes.
- Bachelors Degree in Business (MBA an asset).
- Experience with direct Marketing as asset.
- Experience using SEO tools (Google AdWords, MS AdCenter).
- Current knowledge of SEO/SEM best practices and industry trends.
- Understanding of HTML, CSS, image editing and web page maintenance.
- Must enjoy and be skilled at analysis, data manipulation, deriving insight and presentation of recommendations
- 2 years experience in a management role with direct accountability for people.
- Strong written and verbal communication skills.
- Expert level analytical skills.
- Advanced working knowledge in Excel.
- Willingness to continuously learn and innovate.

## **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, eye Return Marketing and a variety of regional sites.

**Also please visit Torstar Digital on [Facebook](#)**