



*First Lady*

2180 Matheson Blvd. East, Unit 1, Mississauga, ON L4W 5E1 905.206.5500 1.800.268.2242 F. 905.625.3441

**Junior Digital Marketing Specialist  
Herbal Magic, First Lady Products, Great Lengths Canada**

**SUPERVISOR:** V.P of Sales and Marketing

**LOCATION:** 2180 Matheson Blvd E. Mississauga, ON. L4W 5E1

Herbal Magic is a nationwide Health and Wellness company that provides online weight loss programs and natural health supplements to customers. The company has restructured to an online, e-commerce model with the head office and call centre operations located at the First Lady Products and Great Lengths offices in Mississauga.

First Lady Products is one of Canada's leading Hair Fashion Companies, and continues to be one of the largest Wig and Hair Accessory distributors in Canada.

Great Lengths is the most recognized Hair Extension Brand in the world. Our supreme hair quality, industry leading education and customer service is what sets Great Lengths apart from all other Hair Extension Systems available to the professional salon industry.

**GENERAL JOB DESCRIPTION**

This Junior Digital Marketing Specialist will work together with the marketing team to develop, implement and maintain creative marketing strategies to meet and exceed company objectives. To promote and grow multiple brands within the company by effectively planning, organizing and executing digital, e-commerce and social media marketing campaigns that expand our customer base and increase revenues.

**RESPONSIBILITIES:**

- Assists in managing and coordinating all digital, e-commerce and social media marketing, advertising and promotional activities.
- Monitors and manages the success of all marketing initiatives and revises them as needed for optimum success - reports and presents to management on all results (engagement rate, followers, ROI)
- Creates and executes Social Media Strategy (both paid and organic) - creating monthly content calendars to be presented to management
- Develops influencer engagement and relationships
- Coordinates the company's content marketing initiatives; which would include blogs, relevant industry articles, newsletters, etc.
- Analyses target market, current market conditions and successful competitor information, to assist in formulating strategies to expand brand recognition and achieve overall success in the promotion of existing and future brands
- Has ability to create and manage email marketing campaigns – Mail Chimp experience – assists in the creation of content, manages distribution and evaluates performance

**JOB REQUIREMENTS**

- Completion of a recognized post-secondary degree or college program in marketing, communications or other relevant discipline
- Experience in digital, e-commerce and social media marketing
- Knowledge of SEO best practices for creating written content across website, blogs, social media, industry articles and web articles
- Experience with Shopify e-commerce platform is an asset
- Graphic Design experience is an asset
- Ability to work independently and as part of a team
- Excellent research, written, verbal communication and editing skills a must
- Efficient and effective multi-tasker, with high attention to detail and problem solving skills
- Excellent organizational and time management skills

**To apply, please send resume and cover letter to: [sandy.regan@firstladyproducts.com](mailto:sandy.regan@firstladyproducts.com)**