PID Agency is looking for a :
Communication & Digital Strategy Manager

Localisation : Longueuil, South Shore of Montréal
Period contract: Permanent, Monday to Friday
Competitive salary based on experience + objective based bonus

PID Agency, a media company with over 30 years of experience in the design and architecture industry, is recognized for its expertise locally, nationally, and internationally. The core platforms it manages, INTÉRIEURS magazine, the GRANDS PRIX DU DESIGN Awards and INT.design Web portal, are praised for their creativity and their contribution to the promotion of excellence in design and architecture.

The agency is looking to fill a management position in communications, and digital strategy for its various products. Passionate about design and architecture and motivated by the achievement of objectives, the candidate will participate in the growth of the agency. He/she must show initiative, autonomy, leadership, creativity and be familiar with the digital industry as well as the design and architecture industry.

Responsabilities:

- To develop and maintain a contact network and partnerships with the main players in the industry (associations, media, professionals, etc.).
- To develop strategies to increase contest entries, and agency's advertising clients and partners.
- To develop the social media and digital marketing strategy and see to its implementation.
- To develop the content strategy and follow up on articles for INT.design Web portal and INTÉRIEURS magazine.
- To participate and supervise the conception and declension of media campaigns.
- To ensure the optimization through promotion, referencing and analysis of digital strategies.
- To propose Website and social media optimization ideas and keep watch on evolving trends.
- To participate and supervise the writing of content for Websites, newsletters and social media.
- To write and supervise the writing of various documents, proposals, articles, press releases.
- Participate in the follow-up of the magazine's design with the editors and graphic designers
- Participate in the follow-up of the quality of the articles of the INTÉRIEURS magazine and the Web portal INT.design
- Lead the communication team and review its production
- Recruit and train members of the communication team as needed

Skills and Profile:

- Excellent bilingualism (French & English, both oral and written)
- Excellent understanding of technical and creative issues related to Web projects
- Excellent knowledge of communication strategies (e.g. 360 communication, social media, media campaign management, etc.)
- Excellent sense of organization, planning and monitoring
- Speed and quality of execution
- Knowledge of WordPress, SEO and other Web analysis tools
- Passion and knowledge of the design and architecture industry
- Graphic design experiences an asset

Education level: Degree in communications, marketing or any other relevant discipline
Years of experience related to the job: significant experience in a similar role for 5 to 10 years
Appreciated quality: Great determination to achieve objectives, creative, meticulous and rigorous
Availability: as soon as possible

Send your resume, cover letter, portfolio, and other relevant documents to
info@agencepid.com