

Digital Marketing Administrator

About Us:

CanCrete Equipment Ltd. headquartered in Mississauga, is a leading supplier of parts and equipment for Canada's concrete pumping market. We offer solutions to the concrete industry, be it through new equipment, used equipment, rentals, parts, service, or simply providing advice when needed.

The Role:

We are seeking a **Digital Marketing Administrator** to help elevate CanCrete's digital presence and support brand growth across social media, web, and digital advertising channels. Reporting to the Marketing Manager, this role is ideal for a creative, detail-oriented marketer with 2-3 years of hands-on experience in content creation and digital campaign execution and a strong understanding of performance-driven marketing.

Key Responsibilities:

- Support the planning and execution of digital marketing campaigns
- Create and distribute e-blasts, newsletters, and promotional content
- Recommend and implement website updates and improvements
- Develop monthly social media calendars and produce engaging content
- Interact with customers and followers across social platforms
- Produce and edit digital assets for web, social, and advertising use
- Capture photography and/or videography of events, equipment, construction sites, staff, etc.
- Organize and maintain photo and video libraries
- Stay current on industry trends, platform updates, and best practices
- Monitor, analyze, and report on campaign and ad performance
- Conduct keyword research and competitor analysis
- Prepare quarterly reports for social media and Google platforms
- Assist in managing paid social and search campaigns
- Collaborate with internal teams to gather content and ensure messaging accuracy
- Provide support for trade shows and events
- Travel within Ontario may be required for photography/videography
- Coordination of swag for staff and customers
- Weekly travel to our Orangeville and/or Mississauga offices

VANCOUVER

13885 115 Ave. Unit 7 & 8
Surrey, BC V3R 0R8
P. 604.262.1813

CALGARY

20 Heatherglen Crescent
Rocky View County, AB T1X 3C8
P. 587.471.7867

TORONTO | HQ

1810 Meyerside Drive
Mississauga, ON L5T 1B4
P. 416.749.2843

ORANGEVILLE

150 Centennial Road
Orangeville, ON L9W 5K2
P. 519.942.8844

MONTREAL

1855 Rue Cunard
Laval, QC H7S 2C7
P. 514.884.0076

Qualifications:

- College diploma in Graphic Design, Marketing, Digital Media, or related field
- 2-3 years of experience in digital marketing
- An eye for design with excellent attention to detail and brand consistency
- Effective written and verbal communication skills
- Experience writing content geared to digital platforms
- Proficiency with Canva and/or Adobe Creative Suite
- Skilled in Microsoft Office applications
- Experience with CMS/CRM tools (e.g., Constant Contact, WordPress, Buffer)
- Solid understanding of SEO, PPC, and digital analytics
- Familiarity with Google Ads, Google Analytics, and Google Business Profile
- Analytical mindset with the ability to interpret data and generate insights
- Strong organizational skills with the ability to manage multiple priorities
- Experience in photography is considered an asset
- Drone experience is considered an asset
- Experience with social media advertising platforms (e.g., Meta Ads Manager, LinkedIn Campaign Manager) is an asset
- Basic video editing skills (e.g., Premiere Pro, After Effects, CapCut, or similar) are an asset

What We Offer:

CanCrete Equipment Ltd. offers a competitive salary, a company sponsored pension matching program, a complete benefits package and great career advancement opportunities. The chosen candidate will have a seat at the decision-making table for a high growth company and ability to make a difference in the direction of CanCrete.

CanCrete values diversity and the contribution of all team members through regular performance reviews, career planning, lunches, BBQ's, and gift cards.

CanCrete is committed to an inclusive workplace that values and promotes diversity. We believe that our workplace should reflect the communities we serve, and we strive to build and nurture a culture where employees feel empowered and valued.

Send resume and campaign/portfolio samples to hr@cancrete.ca