



**Human  
Resources  
Professionals  
Association**

Overcoming workplace and business disruption relies on skilled and strategic leaders, and the human resources profession continues to evolve to take on the challenges of today, and the future. The Human Resources Professionals Association (HRPA) supports businesses and protects the public by regulating and advancing the capabilities of HR professionals in Ontario, enabling organizations to unlock the human potential that exists in their workplaces. The HRPA ensures that over 23,000 members and students have the most up to date tools and the advanced skills to lead our workplaces into the future. The HRPA regulates HR professionals in the public interest. Members are held to the province's highest standards, so Ontario workplaces can trust members to unlock business growth and optimize employee potential. From the power of AI and technology to human rights and IDEA (inclusion, diversity, equity, and accessibility), businesses are relying on HR more than ever, not just as exemplary operators, but as strategic partners. The HRPA is excited to embark on an exciting new strategy and vision to advance the world of work and propel the HR profession into the future.

***We are looking for a Performance Marketing Specialist to join our Marketing and Growth team!***

### **The Opportunity**

The **Performance Marketing Specialist** is responsible for developing and executing strategic marketing initiatives to drive brand awareness, lead generation, and member acquisition for the HRPA.

You will create exceptional, personalized customer experiences by delivering the right message, at the right time, in the right format across all HRPA's digital channels. Responsibilities include campaign planning, execution, and continuous improvement, as well as creating customized member journeys to elevate member experience and retention.

*A more thorough account of the job duties and requested experience can be found below the link to apply.*

### **What's in it For You**

This position offers a unique opportunity to make a **meaningful impact** on the professional development of HR professionals and will be at the forefront of **shaping the future of HR**.

The target starting cash compensation range for this new position is **\$75,000 - \$85,000** base salary per year, with short-term incentives 'at target' of **5%** of salary.



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HRPA offers a **hybrid workplace, competitive benefits, paid time off, and many other perks**; supporting you to reduce any stress that can come from *flowing* between home and work-life so you can spend your energy on what matters and deliver the outstanding results you are already known for.

You'll also have potential for **learning and skill development** in a **dynamic work setting** as you work closely with experienced professionals to **cultivate and contribute to HRPAs inclusive and innovative culture**, where the work is grounded in values and mission-based decision-making principles.

### **How to Apply**

If you are excited by the potential of this opportunity, and truly believe you can bring the drive, energy and proven experience and achievements to succeed as our **Performance Marketing Specialist**, we invite you to apply!

Please apply through our portal by [Clicking here](#) by **May 24, 2024**.

## **PERFORMANCE MARKETING SPECIALIST**

### **Responsibilities**

#### **Campaign Management**

- Collaborate with internal partners to plan and develop digital marketing strategies and campaigns to support organizational goals.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, and email campaigns.
- Developing a campaign calendar to strategically pace and sequence campaigns, building off of learnings.
- End-to-end campaign execution including design, development, launch, and measurement and reporting.
- Using industry best practices such as A/B testing and database segmentation to constantly refine learnings and improve performance.
- Automating campaign workflows where appropriate
- Plan, execute, and measure experiments and conversion tests.
- Utilize strong analytical ability to evaluate end-to-end member experience across multiple channels and customer touch points.
- Executing lead nurture campaigns, re-engagement campaigns and onboarding campaigns to drive sales and build loyalty.
- Developing and documenting performance marketing best practices including list management, optimization, data quality and troubleshooting.
- Tracking campaign metrics, website content and other digital metrics to enhance performance.



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- Leveraging campaign analytics, along with industry, customer, and competitor insights to inform strategies and tactics.

#### Insights and Optimization

- Identify trends and insights to optimize campaign performance and brainstorm new and creative growth strategies.
- Identifying and scaling marketing best practices – highest open rates, click through rates, form complete rates, engagement.
- Become the digital execution, performance marketing and A.I. subject matter expert, advising the team on new trends and ways to optimize our member experience.

#### Partnering & Collaboration

- Collaborate with Membership team, Events and Business Development to develop a deep understanding of client preferences and design personalized customer journeys based on insights gleaned from data.

#### **Education, Qualifications & Skills**

- Minimum 3–5 years of digital marketing experience.
- Deep understanding of digital marketing, including performance marketing, Email marketing
- Advanced knowledge of innovative marketing practices across multiple channels (email, webinars, SEM/SEO, display, social, events, etc.).
- College Diploma or University Degree preferably in the field of Digital Marketing or equivalent experience.
- Extensive Experience using CRMs (Microsoft Dynamics preferred but not mandatory).
- Extensive Experience using digital analytics platforms for campaign reporting (e.g. Google Analytics).
- Knowledge of website personalization and audience tools.
- Database administration expertise is an asset.

#### **The successful individual must be:**

- Creative thinking with a passion for growth and performance marketing.
- Excellent communication skills, both written and oral, are required.
- The ability to multi-task and manage multiple ongoing projects.
- Project management, organizational abilities, and strong analytical skills essential.
- Interpersonal and influencing skills to achieve goals in collaborative environment.

*We invite all interested individuals to apply and encourage applications from people with disabilities, Indigenous, Black, and racialized individuals, as well as people from a diversity of ethnic and cultural origins, sexual orientations, gender identities and expressions.*



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*We are an Equal Opportunity Employer. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code, the company will provide accommodation throughout the recruitment, selection and/or assessment process to applicants with disabilities. If selected to participate in the recruitment, selection and/or assessment process, please inform the HR Department of the nature of any accommodation(s) to ensure your equal participation.*