



JOB TITLE: Marketing Specialist – The Spotlight Agency
Full Time - Toronto (blend of remote and in-office)

As a growing company, the primary purpose of the Marketing Specialist role is to enhance awareness of our agency, the talent we represent, and the value our services bring to existing and potential clients.

About the Company: The Spotlight Agency

[The Spotlight Agency](#) connects high-calibre talent with opportunities worldwide. We represent celebrities from entertainment, sports, food, décor, and more, and unite them with brand partnerships, digital content, film, and television. The Spotlight Agency is a sister company to [Speakers Spotlight](#).

Duties of the job:

- Write content for blog posts, e-mail campaigns, website, talent brand decks, and other digital marketing materials
- Design marketing and promotional materials, including e-mail campaigns and talent brand decks
- Assist with overall branding and design for digital content
- Email marketing - creation and execution of email campaigns
- Overall responsibility for website content management
- Responsible for SEO and writing content to enhance SEO
- Digital photo editing
- Creating digital ad copy
- Video editing
- Compiling and reviewing marketing analytics, including reporting, and presenting to management
- Contribute to the development of the agency's strategic marketing plan

Skills and experience expected of a successful candidate:

- Strong professional writing, editing, and content creation
- Strong digital design aesthetic and digital design experience
- Knowledge and experience in digital photo editing, creating ad copy, and video editing
- Proficiency with Adobe Creative Cloud (InDesign, Photoshop) or equivalent
- Proficiency in SEO - content marketing and technical SEO
- Experience in e-mail marketing and email campaigns
- Experience with website management (both working with a third party and independently)
- Proficiency with Microsoft Office 365
- 2-3 years proven work experience in a marketing/communications role
- Experience with digital brand campaigns involving social media influencers is an asset
- Understanding of the talent representation and management industry
- Ability to work independently and is self-motivated
- Take direction and feedback well; openly share information with colleagues

- Strong organizational skills with the ability to prioritize
- Ability to multi-task effectively under pressure in a fast-paced environment
- Possess excellent communication skills
- Possess a high level of attention to detail and accuracy
- Is confident, ambitious, and exercises excellent professional judgement

Please send your resume with your salary expectations to careers@thespotlightagency.com by March 10, 2023. We thank all applicants for their interest but only candidates considered for an interview will be contacted.