**Company: Surecraft Plastics**

**Contact: Alan Durant - alan@surecraftplastics.com**

**Job Title:** Digital Marketing and Website Specialist

**Project:**  We are seeking a skilled **Digital Marketing and Website Specialist** to lead a comprehensive project aimed at improving our online presence and digital marketing strategy. The project includes a full audit of our current social media and website, a strategic plan to revamp the existing website, the creation of a new website focused on plastic welding, and the development of new social media campaigns. The goal is to enhance user experience, improve search engine visibility, and establish systems to make future updates and maintenance easier for the business.

**Required Skills:**

* Experience in website development
* Experience in graphic design
* Understanding of basic Google ADwords
* Understanding of basic Meta advertising
* Experience in email advertising
* Post secondary education in fields of business or digital marketing

Application deadline: March 31st, 2025

**Other Information:** The Youth Effect Program requires candidates to fulfill the following requirements:

* Be between the ages of 18-29­­­­­­­­­­­­­­­­­­­­
* Be legally allowed to work in Canada
* Be living in Northwestern Ontario