



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

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# Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/02

## Digital Marketing And Technology Associate

<b>Job ID</b>	<b>6B-24-7B-3E-18-F4</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=6B-24-7B-3E-18-F4">https://careers.indigenous.link/viewjob?jobname=6B-24-7B-3E-18-F4</a>	
<b>Company</b>	Eli Lilly Canada	
<b>Location</b>	Toronto, Ontario	
<b>Date Posted</b>	From: 2021-10-03	To: 2022-04-01
<b>Job</b>	Type: Full-time	Category: Information Technology
<b>Job Start Date</b>	November 1st	
<b>Languages</b>	English	

### Description

At Lilly, we unite caring with discovery to make life better for people around the world. We are a global healthcare leader headquartered in Indianapolis, Indiana. Our 35,000 employees around the world work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to our communities through philanthropy and volunteerism. We give our best effort to our work, and we put people first. Weâ€™re looking for people who are determined to make life better for people around the world.

#### Digital Marketing and Technology Associate

##### Company Overview

At Lilly, weâ€™re inspired to make a difference in peopleâ€™s lives every day â€“ through the discovery of life-changing medicines, better understanding of disease management and support for people living with illness and their families and friends. Our work today â€“ from our research programs to our volunteer initiatives â€“ is a reflection of our heritage of uniting caring with discovery to make life better for people around the world.

We are committed to investing in our employees â€“ through competitive salaries, training and development, health, and the opportunity to do good. The pharmaceutical industry is a complex, rapidly changing environment and we are looking for highly capable people to help us accomplish our mission!

##### Responsibilities

Our Customers live in a Digital world. We strive to create customer experiences that make them feel genuinely cared for, able to trust us, and that we are easy to interact with.

Are you interested in helping us connect with them so that they can get the best possible outcomes with our medicines? Do you want to be imbedded in the business and bring your technical skills and Digital know-how to the table? Then this role might be for you.

##### Key Responsibilities:

You will be responsible for the strategic development and operational implementation of Digital strategic plans/solutions for key brands. You will manage complex partnerships with various vendors and ensure compliance is maintained with all the Digital solutions developed. You will participate

and liaise with Marketing and cross functional teams locally and with other Digital teams globally. Youâ€™TM act as a local subject matter expert on a core Digital workstream (Web, Social Media, Email, Digital Analytics etc.â€™). So this is what we need from you;

What weâ€™re looking for from you:

- A curiosity and passion for crafting amazing customer experiences
- Strong problem solving skills and an ownership mentality
- An ability to dive into the details but also step back and see the bigger picture
- An ability to work independently (self-motivated) as well as part of a team
- An ability to manage vendors to deliver results on time and on budget

Requirements: Education and Experience

- University Degree , minimum 3-5 years of Digital Marketing experience
- Experience in designing, implementing and analyzing Digital and Omnichannel solutions
- Experience with the successful implementation of corporately provided IT/Digital technology platforms for local use

More specifically:

Digital marketing:

- A proven track record in leveraging search engine strategies (SEM/SEO) and deep understanding of the current Google approach
- Ability to design and co-create end to end digital omnichannel journeys that provides our customers with added value experiences
- A proven track record in Social Media technology and strategy , including AdWords etc.â€™
- Knowledge and experience with Google Analytics and other digital measurement tools
- Understanding of Direct to Consumer advertising and CASL (anti- spam legislation)
- Knowledge of Health Canada and PAAB regulations would be an asset
- Knowledge of the external Digital landscape and a keen interest in innovation especially in the context of Digital Marketing

Digital Technology:

- Experience with the successful implementation of corporately provided IT/Digital technology platforms for local use (scope of work, considerations, recommendations, planning, implementation, controls)
- Familiar with agile concept and methodology to implement large scale initiatives in an iterative manner
- Ability to manage multiple projects with a focus on strategy and execution and ensure appropriate and complex processes and procedures are followed
- Knowledge of CRM and emailing platforms and well versed in integrating CRM solutions

Skills and competencies:

- Ability to manage multiple projects with a focus on strategy and execution and ensure appropriate and complex processes and procedures are followed
- Well versed with agile principles and collaboration frameworks
- Demonstrated ability to successfully manage work within a rapidly changing environment.
- Demonstrated ability to successfully work with multiple business partners across multiple business units.
- Ability to collaborate closely and effectively with other members of the Digital team, such as the IT Business Consultant.

Strong Interpersonal and Influencing skills (teamwork, cross-functional partnership, relationship building, removing barriers in a new space)

Strong Communication skills (verbal & written) across multiple levels of management

High level of accountability (make the decisions that are yours to make, deliver on commitments and insist others do the same)

Ability to manage in an ambiguous environment and make trade-of decisions as required.

Eli Lilly and Company, Lilly USA, LLC and our wholly owned subsidiaries (collectively "Lilly") are committed to help individuals with disabilities to participate in the workforce and ensure equal opportunity to compete for jobs. If you require an accommodation to submit a resume for positions at Lilly, please email Lilly Human Resources ( [Lilly\\_Recruiting\\_Compliance@lists.lilly.com](mailto:Lilly_Recruiting_Compliance@lists.lilly.com) ) for further assistance. Please note This email address is intended for use only to request an accommodation as part of the application process. Any other correspondence will not receive a response.

Lilly does not discriminate on the basis of age, race, color, religion, gender, sexual orientation, gender identity, gender expression, national origin, protected veteran status, disability or any other legally protected status.

### **How to Apply**

Click "Apply Now"