

A true internet success story, Nexopia was born in the dark of a cold Edmonton winter only to rise to become Canada's largest social networking site for youth. With over 1.4 million members, and hundreds of new accounts created every day, Nexopia is quickly solidifying its reputation as the online place for teens to connect and express themselves.

Position: Director, Marketing & Community

Nexopia is looking for an experienced marketing director who can contribute to the company's growth initiatives and lead Nexopia down the path to becoming the largest youth targeted social networking company. The ideal candidate must possess a unique blend of marketing and technical/online savvy, and a strong drive to make marketing plans actionable.

RESPONSIBILITIES:

- Developing and implementing marketing strategies to drive awareness and user growth and to create a stronger presence in the Canadian market
- Developing and implementing programs to further build the Nexopia community
- Directing and executing communication strategies for reaching out to user base and building relationships
- Identifying opportunities and implementing strategies to engage users and dial up the experience on the site
- Identifying research needs and conducting research to better understand users and the user experience
- Developing and implementing strategic partnerships with content producers and media companies
- Overseeing PR strategies
- Other duties as required

QUALIFICATIONS:

- A BA degree in Marketing or related field
- 3+ years Marketing experience, with a strong understanding of the online sphere
- Strong understanding of the youth segment (values, drivers, communication strategies to best reach the teen market)
- Demonstrated knowledge of ecommerce and Internet business tactics required, preferably strong understanding of social networking sites
- Passion for staying abreast of culture and trends
- Experience developing and implementing marketing and communication strategies
- Experience developing and implementing customer-focused programs (i.e. user communication strategies, user loyalty-based programs, membership programs, etc)
- Experience conducting customer research and soliciting customer feedback to continuously improve the customer experience (preferably qualitative research experience)
- Understanding of public relations strategies and processes
- Experience in managing/mentoring others and the ability to highly motivate staff
- Innovative, creative thinker who is enthusiastic, proactive, and self-motivated
- Excel at working both independently and within a team

SALARY AND BENEFITS:

Nexopia.com Inc takes care of its staff. A competitive salary, bonus structure, stock options, medical benefits, and 3 weeks paid vacation are just the beginning of the perks you can expect from us. Salary figure will be decided based on experience and qualifications.

The successful candidate must pass an Employment Police Information Check as a condition of their employment with Nexopia.com Inc.

To join our team, submit a resume and cover letter citing the career posting to: careers@nexopia.com