



WESTMAN | COMMUNICATIONS GROUP

Together
WE BUILD

**New Connections
Stronger Communities**

MARKETING DATA ANALYST (BRANDON, MB)

WESTMAN COMMUNICATIONS GROUP (Westman) is seeking applications from energetic, highly motivated individuals to become part of our growing team!

Westman is an industry-leading communications provider based in Brandon MB, offering residential and commercial High-Speed Internet, Digital TV, and Phone services in communities across Manitoba. Established in 1977, as a locally owned and operated cooperative, Westman is dedicated to delivering competitive and innovative services, providing an exceptional member experience, and supporting the communities we serve.

What we have to offer:

- Competitive compensation package.
- Comprehensive group benefits plan (extended health; life; dental; vision; GRRSP; and health and wellness).
- Various Learning and Development initiatives, and opportunities to grow within our team!
- Opportunity to participate in company events and activities and enjoy our company perks!

What you'll do:

- Conduct market research and analyze customer interaction data to improve future strategies and campaigns.
- Develop key performance indicators to measure campaign success; provide reports and presentations as required.
- Assist in the creation and implementation of multi-channel marketing campaigns tailored to targeted audiences to support the success of Westman.
- Analyze trends, market demands, and customer preferences to assist with tailoring acquisition strategies.
- Provide marketing support for Westman Business initiatives; assist in the development of materials and campaigns, along with generating ideas to improve customer choice and satisfaction.
- Administer and configure WCG's HubSpot CRM to streamline marketing processes and ensure seamless data integration; generate CRM reports to track effectiveness of initiatives.
- Write compelling and grammatically correct promotional material and emails designed for various audiences.
- Represent WCG in public events, such as trade shows, Connecting Westman Tour events, and many more.

What you'll bring to the team:

- Minimum 2-year diploma or bachelor's degree in Marketing, Business Administration, Communications, Consumer Behaviour, or a related field is required.
- A certification in Customer Resource Management or marketing research and analytics is an asset.
- Minimum 4-5 years of experience in marketing, research and analytics, advertising, & customer relationship management is required.
- Minimum 3-years of customer service experience is required.
- Experience in competitor research and analysis is required.
- Experience in sales or GIS mapping is an asset.
- Strong understanding of software applications such as Salesforce, HubSpot, Calix Marketing Cloud, or other content management systems.
- Proficiency with Microsoft Office 365 (Outlook, Word, Excel, SharePoint, One Drive).
- Proficient with Adobe Creative Cloud (Photoshop, After Effects, InDesign, Illustrator, etc.).
- Must hold and maintain a valid driver's license.
- Must be willing and able to work flexible hours.

*A combination of education and experience may be considered.

DEADLINE FOR APPLICATIONS: This position is open until filled.

As an equal-opportunity employer, we are committed to an inclusive and barrier free environment at Westman Communications Group and encourage applications from all qualified individuals. If you require a reasonable accommodation at any point during recruitment process or would like to request this posting in an alternate format, please indicate by emailing hr@westmancom.com of the accommodation requirements. While we thank applicant for their interest, only selected candidates will be contacted.

Apply today to join our team at [WCG's Career Page](#)

and begin your exciting career journey with us!