



Web Marketing Manager

DNA Romance are looking for a “**Web Marketing Manager**” to join our team in our Vancouver office, due to COVID this is remote work. If the idea of joining a tech start-up excites you then, read on!

Our Company

DNA Romance have developed a platform that translates genetic information and provides a compatibility rating forecasting “romantic chemistry” between single individuals online.

The Position

The DNA Romance **Web Marketing Manager** will:

- Write and review blog articles on the DNA Romance website
- Write and review social media posts
- Review and revise value propositions
- Design and implement marketing campaigns and activities for the company
- Prepare marketing materials (e.g. digital ads, flyers, brochures, etc.)
- Estimate and report on the cost and duration of marketing campaigns
- Distribute marketing materials for company events
- Keep in constant communication with colleagues at DNA Romance
- Evaluate success by tracking Key Performance Indicators

Essential Requirements:

- Enrolled at a Canadian university or post-secondary institution
- Excellent communication skills with a team player attitude
- Self-starter who can readily pick up skills and learn on the job
- Works well independently and self-directed
- Professional and pleasant demeanour with a positive attitude
- It would also be desirable to find a person who also has a background in entrepreneurship, marketing, and or business development

How to Apply

To apply for this role, please forward your resume and cover letter to Dr. Timothy Sexton at tim@dnaromance.com by **December 20th, 2021**, applications will be reviewed on a rolling basis. Please be aware that only those applicants selected to be interviewed will be contacted.