



Conversion Optimization Analyst, Marketing (Brandon, MB)

Description

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:

- Design and execute campaigns targeted to acquisition, winback, and lifecycle marketing, with a high focus on value-added service and Average Revenue Per User.
- Collect, interpret, and leverage data to determine success of campaigns/initiatives and ensure data-driven decisions.

Closing Date

April 3, 2026

Categories

Rural Opportunities

Employer

Westman
Communications
Group

Location

Rural

Address

1906 Park Avenue
Brandon, R7B0R9

Job Type

Full-time

Education Level

College

- Plan, execute, and optimize Google Ads campaigns to capture high-intent local traffic.
- Manage the end-to-end execution of Meta Ads and other social platforms, focusing on lead generation and direct conversions.
- Leverage HubSpot Promoter workflows to drive referrals and positive reviews.

Qualification

What you'll bring to the team:

- Bachelor's degree or college diploma in Marketing, Business Administration, Ecommerce, Communications, Consumer Behaviour, or a related field is required.
- Minimum 4 years of experience in performance marketing, research and analytics, paid search/social, or growth marketing is required.
- Minimum 3 years of customer service experience
- Certifications and proficiency in both Google Ads (Search/Display) and Meta Blueprint is required.
- Proficient with use of Windows & Microsoft 365 (SharePoint, Outlook, Excel, etc.).
- Superior writing, editing, and proofreading skills with focus on brand voice.
- Must have demonstrated knowledge/experience in:
 - Conducting competitor research and analysis.
 - Managing paid budgets with a focus on Cost Per Acquisition and Return of Investment.
 - Churn mitigation tactics and Average Revenue Per User (ARPU) growth strategies.
 - Lifecycle marketing, including email automation and customer "winback" strategies.
- Must hold and maintain a valid driver's license for occasional travel.