

Digital Experience Specialist: Job Profile and Description

The Marketing and Customer Experience Department's objective is to engage and empower clients to do business with CDSPI through the channel of their choice. This is accomplished by understanding the client and their ecosystem, sharpening marketing and communication strategies and initiatives, delivering better customer and employee experiences, and efficiently protecting and growing the business.

The Digital Experience Specialist plays a key role in implementing and maintaining CDSPI's digital strategies to improve the client experience and advance client engagement, sales, and retention. The Digital Experience Specialist works collaboratively with Marketing, Sales, Administration, and Technology and Digital Solutions to create digital content, tools, and analytics, providing expertise in user experience (UX), customer experience, and digital best practices to support the delivery of an exceptional experience across various platforms. Projects supported may include online forms and applications, website enhancements and client journey and insights programs.

Duties and Responsibilities:

- In conjunction with the Customer Experience team, work with stakeholders to develop personas, map current and potential member journeys and high impact touchpoints with CDSPI and/or its affiliates to help identify opportunities for digitization, soliciting feedback, and process improvements to better understand and improve the customer experience.
- In conjunction and collaboration with stakeholders, develop, document, and implement digital experience strategies, processes, and tools to reduce internal and external customer effort, maximize efficiencies and contribute to the achievement of our business objectives.
- In conjunction and collaboration with internal and external teams, and Technology and Digital Solutions, monitor, maintain and enhance the CDSPI website, including content management, features and functionality for user experience best practices, search engine optimization (SEO) and to engage the audience and promote easy and positive movement through the sales process, onboarding, and other client journeys.
- Provide data analytics support by developing, updating, and sharing dashboards and reports, analyze web, campaign and other performance metrics and provide recommendations for improvement.
- Support the client insights program measuring the net promoter score and working with stakeholders to enhance the customer experience.
- Continual commitment to staying current on user-centred methodologies and design principles.
- Champion the expansion of customer-facing digital capabilities
- Other duties as assigned from time to time by the Program Lead, Customer Experience

Education and Qualifications

- University degree in Business or Marketing
- User Experience Specialist certification considered an asset
- Minimum 5 years of digital marketing, customer or user experience
- Financial services industry experience considered an asset
- Proficient in HTML, WordPress, and survey software such as Qualtrics

- Experience developing digital and UX assets from initial concept through to implementation
- Strong knowledge of various marketing and analytics tools such as Google Analytics, Salesforce Marketing Cloud, Adobe Creative Suite, and content management systems.
- Experience with client journey mapping and persona development **would be an asset.**

Skills and Specifications

- Strong communication and inter-personal skills
- Pragmatic, strategic thinker who is customer experience-oriented, self-directed and able to adapt quickly to changing priorities in our fast-paced environment
- Well-developed analytical, problem solving and continuous improvement skills to think outside-the-box to implement creative solutions, enhancements, and innovation
- Excellent project management, planning, and organizational skills with a superior attention to detail
- An enthusiasm for making a positive impact on the customer and employee experience, and the opportunities these provide for digital marketing strategies and initiatives

Reporting:

This role reports to the Program Lead, Customer Experience.

Note Given the current circumstances, the resource will be working from home 100% of time. As working conditions return to normal, they will be expected to be onsite.

At CDSPI, we are committed to fostering an inclusive, accessible environment, where all employees and customers feel valued, respected, and supported. If you require an accommodation for the recruitment/interview process (including alternate formats of materials, or accessible meeting rooms or other accommodation), please let us know and we will work with you to meet your needs.

Please submit your application to Aviva Shiff (ashiff@cdspi.com) no later than April 9, 2021.