

Ontario Colleges' Marketing Competition

Fanshawe College | November 15-16, 2018



Please submit 4 copies of your cover letter & resume to:

Attn: Liz Gray

Lawrence Kinlin School of Business, Fanshawe College
1001 Fanshawe College Blvd, PO Box 7005, London, Ontario, N5Y 5R6

Or via email to egray@fanshawec.ca

Closing Date: Monday October 29, 2018

Students/coaching teams are not allowed to contact the sponsoring company in any way (phone or email) when preparing for the job interview. They may research the website for basic information about the company, **but personal contact is forbidden.**

Job Interview Case - 2018

The Company: Nestlé Purina North America

The Job: Digital Marketing Associate

Reports to: Digital Marketing Manager



Job Description:

Position Summary

The successful incumbent will be responsible for assisting in the day-to-day maintenance of Purina's digital platforms and tools. This includes preparing, organizing and uploading changes to our websites and other tools to ensure that accurate information is available for consumers and internal teams. This individual will also assist in the development of search engine optimization (SEO) strategies across

Purina's websites, and help to compile and present comprehensive analytics reports for the brand marketing team.

Major Responsibilities

- Act as an internal champion for the accuracy of product information across Purina's owned websites, and assist with ongoing site maintenance requests
 - Liaise with brand teams to source the right content in order to meet brand content roadmap
 - Follow documented processes for content updates via various Content Management Systems (WordPress & Drupal)
- Provide reoccurring and ad hoc research & analytics for marketing, and provide recommendations based on findings in the following areas:
 - Website analytics through Google Analytics and other web-based tools
 - Digital competitive monitoring
 - Search engine optimization (SEO) emerging trends and optimizations
 - Paid search industry trends & monitoring
 - Pet care industry trends from a digital perspective
- Assist Digital Marketing Manager with development & implementation of search engine optimization (SEO) strategies across Purina's owned websites
 - Develop optimized meta data & content based on approved internal strategies
 - Research and write affinity-based website article content that follows SEO-best practices
 - Assist in the setup of SEO tool integrations, monitoring and reporting
- Assist digital team in ad hoc special projects related to CRM, SEO, paid search, website analytics, media planning, social media, etc.
- Update status documents on project progress & clearly communicate progress to internal stakeholders

Qualifications

- Currently enrolled in a College program with a focus in marketing/communications
- Strong communication and professional writing skills
- Experience with a Content Management System (such as WordPress and/or Drupal)
- Project management skills and ability to follow through to completion with excellence
- Comfortable with data platforms & analysis, such as Google Analytics
- Experience or strong interest in writing website content that follows SEO-best practices
- Self-starter with high attention to detail and strong multi-tasking abilities
- Interest in search, websites, eCommerce, and digital media
- Proficient in Excel, Word and PowerPoint.

Company Overview

Nestlé Purina Pet Care has been advancing pet nutrition for over 80 years. Our team of over 18,000 employees and 400 scientists, including nutritionists, aim to develop products that deliver comprehensive nutrition to help ensure the long healthy lives of pets and make discoveries that can further enhance the lives of pets everywhere. Globally, Nestlé Purina is present in more than 70 countries.

Nestlé Purina PetCare's vision is: "To be the world's most trusted company in enriching the lives of pets and the people that love them." Nestlé Purina is focused on delivering world-class products with unsurpassed nutrition and quality for pets and their owners.

Nestlé Purina provides a range of industry-leading pet food, snacks and cat litter products based upon deep expertise in pet nutrition and health. Brands and products range from complete & balanced nutritional offerings to more specific health solutions that deliver benefits such as early development, digestive health, weight management, and senior cognition.

Nestlé Purina portfolio is comprised of globally recognized brands including *Purina Pro Plan*, *Purina ONE*, *Fancy Feast*, *Friskies*, *Dog Chow*, *Beneful*.

At Nestlé Purina PetCare Canada, we are high performers who thrive among the best and offer a dynamic and collaborative work environment where you can contribute to challenging, satisfying and meaningful work. We are committed to building a team that is committed to pets and their owners.

Your Pet, Our Passion®