



Title: Digital and AI Marketing Specialist

Location: Edmonton Regional Office, 3203 93rd Street NW

At Pacesetter Homes, our people make the difference. We offer an exciting place to build your career with competitive compensation and benefit packages, company matching RRSP/DPSP program, employee home purchase program and employee discounts.

Job Overview

Reporting to the Director, Marketing and Customer Experience, as the **Digital and AI Marketing Specialist** you will support business units to maintain and optimize marketing automation software and CRM. You will also assist in developing the digital assets to implement marketing strategies.

Your day-to-day responsibilities will include:

- Generating reports for key metrics and system data, such as sales performance, conversion rates, sales cycle times, demographics, etc.
- Assisting in the development of technical requirements within HubSpot to facilitate digital marketing and campaigns.
- Developing and providing guidance to sales and other teams on best practices to ensure effective use of HubSpot.
- Identifying gaps within the marketing funnel, and offering solutions for troubleshooting and resolving technical issues.
- Onboarding business units to HubSpot and assisting with other tasks related to digital marketing.
- Assisting in the development of technical requirements in HubSpot and on the website to facilitate and support digital marketing and campaigns.
- Developing and providing guidance to sales and other teams on best practices to ensure effective use of CRM, AI and other marketing programs.
- Onboarding sales team members to marketing and CRM platforms and programs as required and assisting with other tasks related to digital marketing.
- Assisting in vetting and onboarding new marketing platforms and innovations as technologies and market behaviors evolve and advance.

As our ideal candidate, you are...

- Organized; you effectively manage your time while balancing multiple priorities.
- A strong communicator; you clearly express your thoughts in conversation and in written communication.
- An active listener; you seek to understand and listen to others in a non-judgmental way.
- Detail oriented; you focus on detailed accuracy when dealing with a high volume of work.
- A team player; you contribute as a team member and share equally in the exchange of ideas, concepts and process outcomes.

Essential Requirements

- Bachelor's Degree or Diploma in Marketing, or equivalent.
- Minimum 1 year of digital marketing experience.
- Valid driver's licence and access to a reliable vehicle.
- Satisfactory verification of criminal record check.
- Proficient in Microsoft Office programs (Outlook, Word, Excel, Teams, SharePoint and PowerPoint), Content Management Systems (HubSpot, Sitefinity), marketing automation software (HubSpot) and Social Media channels (Twitter, Instagram, and Facebook).

What We Value

- Creating trusting and successful working relationships.
- Setting clear, measurable and achievable goals.
- Cooperating with team members in an open, positive and respectful manner.
- Taking responsibility for the outcomes of decisions and actions.
- Consistently meeting customer expectations.
- Staying current with technical job skills.

Work Conditions

You primarily work in an office setting during regular business hours. Overtime may occasionally be required.

About Us

Pacesetter Homes is a single-family business unit of Qualico with over 65 years of building experience. Pacesetter Homes offers award winning home plans, interior design items, and finishing packages that personalize each new home we build. Pacesetter Homes operates in Western Canada, Dallas, Texas and Austin, Texas. To learn more, click [here](#).

Qualico welcomes applications from people with disabilities. Accommodations are available upon request during the assessment and selection process.

Candidates being considered will be contacted. We thank you for your interest. Join our [Talent Community](#) to stay up to date on job opportunities and to find out why we have the best reasons to come to work every day.

Closing Date: May 11, 2026

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