



Title: AI and Digital 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 **AI and Digital Marketing Specialist**, you support the Pacesetter Homes continued growth by helping advance the use of artificial intelligence, CRM functionality, marketing automation, website optimization, and emerging digital tools. You will improve AI visibility, support efficient use of marketing technologies, and enable sales and business teams to adopt best practices across AI, CRM, and digital marketing platforms.

You will collaborate with team members responsible for CRM administration, website management, and digital campaign execution. You will assist with technical requirements, platform improvements, team onboarding, reporting, and innovation initiatives that strengthen the organization's digital presence and marketing effectiveness.

This position plays a key role in identifying opportunities to improve efficiency, visibility, and business performance through AI-enabled tools, evolving marketing technologies, and effective internal adoption.

Your day-to-day responsibilities will include:

- Assisting in the development of technical requirements within HubSpot, the company website, and related marketing platforms to support AI visibility, digital marketing effectiveness, and business growth.
- Supporting initiatives that improve the organization's visibility within AI-driven search, content discovery, digital channels, and emerging marketing technologies.
- Developing and providing guidance to sales and other internal teams on best practices to ensure effective use of AI tools, CRM functionality, marketing automation programs, and related digital platforms.
- Onboarding sales team members and other users to marketing, AI, CRM, and digital programs as required, ensuring users understand how to apply tools effectively and consistently.
- Assisting with digital marketing tasks that support lead generation, customer engagement, reporting, platform performance, and the broader sales and marketing strategy.
- Collaborating with internal stakeholders to identify gaps, inefficiencies, or opportunities within marketing systems, sales enablement processes, AI visibility, CRM usage, and digital workflows.
- Assisting in vetting, evaluating, and onboarding new marketing platforms, AI tools, and digital innovations as technologies, customer expectations, and market behaviors evolve.
- Staying current on AI developments, digital marketing trends, CRM functionality, and emerging platform capabilities, and provide recommendations to improve visibility, efficiency, automation, and competitive positioning.
- Generating and analyzing reports related to marketing performance, CRM usage, website activity, campaign engagement, lead activity, conversion rates, sales performance, and other relevant business metrics.
- Supporting the implementation of practical, scalable solutions that improve the effectiveness of marketing programs, sales enablement, internal adoption, and digital customer experiences.

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 3 years 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: August 28, 2026

[Apply here](#)

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