



Marketing Operations Specialist

About North Shore Digital

North Shore Digital is an award-winning digital marketing agency based in North Vancouver, BC. We specialize in lead generation, Google Ads, SEO, and web analytics for home services businesses.

Our mission is to help awesome people succeed online by making data make sense for their business. We are a people-first company that values transparency, collaboration, and continuous learning.

*When applying to the role please read the "how to apply" section (at the bottom of this job posting) carefully. ***Due to the high volume of applicants we will only respond to applications that follow these instructions****

The Role

Part-Time (3 Days/Week to Start)

The Marketing Operations Specialist is responsible for ensuring our client websites, call tracking systems, and analytics dashboards are functioning at peak performance. This role is critical to maintaining the accuracy, usability, and reliability of the digital infrastructure that powers client campaigns.

You will oversee website health, optimize content uploads, maintain reporting integrity, track call attribution accuracy, and manage ticket workflows. This position is ideal for someone who is highly organized, detail-oriented, and enthusiastic about using technology—including AI tools—to improve operational efficiency and scale processes intelligently.

What You'll Do

Website Optimization & Maintenance



Upload and optimize client blog posts for usability, formatting, and conversions, while performing regular site audits to identify broken links, UX issues, and page performance errors to ensure continuous improvement.

Analytics & Reporting Integrity

Audit Looker Studio dashboards to verify data accuracy, troubleshoot broken widgets or API connections, monitor key metrics, and ensure clients receive performance reports that are reliable and insight-driven.

Call Tracking & Marketing System Quality Control

Conduct regular audits of call tracking platform to ensure numbers are firing correctly across websites and campaigns, verify attribution, and proactively flag any disruptions to lead tracking.

Ticket Management & Workflow Operations

Manage client website tickets, delegate tasks to team specialists, track progress, and ensure timely resolution of website updates, tracking fixes, and performance-related tasks.

AI-Powered Workflow Efficiency

Identify opportunities to use AI tools and automations to reduce manual workload, streamline audits, enhance reporting accuracy, and create scalable processes that improve speed and consistency across all operational tasks.

What You'll Bring

3+ years of experience in marketing operations & website management. Strong understanding of website functionality, UX optimization, and analytics fundamentals.

Proficiency with WordPress, Google Analytics, Google's Looker Studio, call tracking tools, and marketing automation platforms.

High attention to detail and a proactive mindset toward identifying errors before they impact performance.

Strong organizational skills with ability to manage multiple client systems simultaneously.



Excellent communication skills and the ability to collaborate with content, design, and development teams.

Keen Interest in using AI and automation tools to improve accuracy, efficiency, and scalability of recurring tasks.

Why Join North Shore Digital

Culture of Growth: We prioritize learning and development, offering opportunities to expand your skills and grow within a supportive environment. Our team is made up of curious consultants who constantly push for improvement.

Client-Centric Philosophy: We believe our clients are the heroes of the story, and we are their trusted guides. Transparency, trust, and long-term partnerships are the foundation of our success.

Commitment to Excellence: At North Shore Digital, we don't settle for "good enough." We aim for meaningful results, using data to drive decisions and strategies that deliver real impact.

Collaborative Environment: We foster a team culture built on mutual respect, shared successes, and an inclusive, people-first approach.

Community Engagement: As proud members of the North Shore community, we actively contribute to the region's growth and value creating local impact.

How to Apply

Step 1: Go to <https://northshore.digital/careers/>

Step 2: Fill out and submit the application form (Under "Current Openings")

Please include both your resume and customized cover letter **OR** video highlighting why you feel you would be an excellent fit for this specific position.

Only applications that contain BOTH a resume and customized cover letter OR video will be considered.