Jacuzzi | Bath Remodel
SOUTHERN ONTARIO

Apply by sending an email with your resume to customercare@nautilusbath.ca

Example Email Heading: FirstName LastName – Senior Marketing Analyst Application

Jacuzzi Bath Remodel Senior Marketing Analyst

Jacuzzi Bath Remodel of Ontario replaces old tubs and showers with Jacuzzi bath systems, often in as little as a day. We're looking for someone who treats our budget like their own money. You'll own our marketing performance from first click to signed contract and help us scale into new markets, using AI every day to move faster than a team three times your size. This is a senior, hands-on role. Full-time, hybrid in the GTA, start December 1, 2026.

What You'll Do

- **AI-First Marketing:** Use Claude, ChatGPT and other AI tools daily for analysis, reporting, ad copy, creative testing, landing pages, SEO content and research. Build AI agents and automations (Zapier, Make or similar) that cut manual work.
- **Lead Generation:** Build and scale a predictable flow of high-quality in-home appointments across the GTA and new markets.
- **Paid Media & Daily Spend:** Run and optimize Google Ads (brand and generic search) and Meta. Monitor and adjust spend every day against budget and lead targets.
- **Lead Aggregators:** Source, negotiate and manage lead vendors on price, quality, exclusivity and returns. Cut sources that don't perform.
- **Tracking & Reporting:** Track every lead from source to sale. Report cost per lead, cost per issued appointment, cost per sale and fully loaded marketing cost. Own dashboards and daily lead mapping.
- **Marketing Mix:** Manage the mix and profitability of every source: digital, aggregators, referral, print, direct mail, radio, events and retail.
- **SEO, Local & AI Search:** Own website SEO, our Google Business Profiles and Google review growth. Make sure we show up in AI answers as well as search results.
- **Content, Social & Offline:** Plan, create and analyze content, run social strategy, and measure referral, print, direct mail and radio campaigns.
- **Scaling:** Build the marketing playbook for each new market launch, from first lead to steady-state cost per sale.

Compensation & Structure (CAD$75,000–$100,000/year*)

- **Salary + Bonus:** $75,000–$100,000 per year, depending on experience
- **Performance Bonus:** Tied to cost per lead and cost per sale

Requirements

- 5+ years in performance or growth marketing, ideally in home improvement, home services or lead generation.

- You've scaled a lead-gen program while holding or lowering cost per sale. Bring the numbers.
- You use Claude or ChatGPT every day and have built real workflows or automations with them.
- Expert in Google Ads and Meta Ads Manager; advanced in GA4, Google Tag Manager, call tracking and CRM reporting.
- Strong SEO fundamentals, including local search, technical SEO and AI-search visibility.
- Experience negotiating with lead vendors or media sellers. You think in unit economics: CPL, close rate, average ticket, cost per sale and ROAS.

What You Get: A seat at the table on a large and growing marketing budget, a bonus tied to results you control, the AI tools you need, hybrid flexibility, and room to build the marketing department as we expand. In your email, include the largest program you've scaled and one way you use AI in your marketing work today.

Jacuzzi Bath Remodel of Ontario is an equal opportunity employer. We value diversity, inclusion, and respect for all team members. Accommodations are available upon request throughout the hiring process. This posting is for an existing vacancy.

** Salary depends on experience and performance*