



Date Submitted: February 2024

Reason for Submission: (Check One)
Update
Re-evaluation of Position
New Position, Initial Evaluation

POSITION DESCRIPTION

Position Title: Digital Marketing Specialist
Department: Marketing and Communications
Position Status: Active
Employment Type: Full-Time

POSITION SUMMARY (Overview and Purpose)

Reporting to the Director, Marketing and Communications, the Digital Marketing Specialist is a member of the marketing and communications team. They collaborate with the Students' Union's internal clients to create strategic digital marketing plans and campaigns that maximize online visibility for all areas of the organization, including student advocacy initiatives, volunteer programming, student events and activities, student services, and commercial business units. This position is part of a team that prepares, proofs, and produces written, visual, and digital communications while maintaining the overall brand of the organization and its departments.

KEY RESPONSIBILITIES

- Develop strong understanding of all SU services and businesses, building relationships with key internal and external stakeholders
- Work closely with marketing team and internal clients to develop digital advertising and content strategies to support marketing campaigns
- Create and implement digital marketing strategies (organic and paid)
- Create content calendar(s) for social platforms
- Develop content in a consistent voice on all major social media channels from concept through to delivery and evaluation (Instagram, Facebook, Twitter (X), YouTube, TikTok)
- Manage day-to-day social media feeds and interactions
- Create and manage email marketing campaigns using relevant software (such as Mailchimp)
- Develop, execute, and monitor Google Adwords, SEM, and SEO campaigns
- Set KPIs and create and distribute reports on channel growth and engagement and campaign performance, sharing insights with marketing and digital teams
- Execute social media component of existing marketing campaigns, while ensuring that each social media channel is entertaining, informative, and engaging in its own right
- Create digital content using appropriate software; produce content for digital, print, and social as needed
- Write, edit and publish website copy, landing pages on SU website

- Provide guidance and expertise to content creators who manage tertiary social media accounts
- Supervise part-time student Social Media Coordinator (September through April)
- Educate internal team on new trends in the digital landscape
- Contribute to general departmental and administration duties and materials
- Other duties as assigned from time-to time by the Director, Marketing and Communications

RECOMMENDATIONS, DECISION, AND AUTONOMY OF ACTION

Day-to-day decisions regarding design choices, project prioritizing, etc., are made and applied as necessary. Consultation with Director, Marketing and Communications is required on a regular basis.

INFLUENCE – INTERNAL/EXTERNAL

The Digital Marketing Specialist interacts with co-workers from other departments within the SU as well as elected officials.

LEADERSHIP

The Digital Marketing Specialist demonstrates personal leadership through planning, priority setting, and the execution of day-to-day work to meet clients' expectations and deadlines. The position also demonstrates leadership and professionalism by building consultative relationships with internal clients, providing advice and practical solutions to produce meaningful outcomes. Leadership is also demonstrated by participating in team goal setting and strategic team planning.

The Digital Marketing Specialist, as part of the communications team, also assists in mentoring student government members while also assisting with the flow of student and SU departmental initiatives and projects.

WORKING CONDITIONS

Work Environment: The Digital Marketing Specialist works primarily at a computer workstation and on campus using a mobile device.

Conditions of Work: This is a multi-task position requiring strong organizational skills along with the ability to manage several short and long-term deadlines at one time. While most work will be accomplished during regular office hours, this role will occasionally be required to post content or respond to inquiries in the evening and on weekends.

REQUIRED COMPETENCIES

The Digital Marketing Specialist should have strong project management, design, technical, written and verbal communication skills with the ability to collaborate in a team environment as well as take direction. The specialist must also be able to handle multiple projects from multiple departments, have a strong attention to detail and possess the ability to address communication problems with proactive, creative solutions.

EDUCATION AND EXPERIENCE

A diploma or degree in marketing, design, communications, digital or new media production and design, or related field, along with 3-5 years of related experience in digital marketing and social media is required. A combination of education and experience will be considered.

Experience managing multiple social media channels for various brands simultaneously is preferred.

Ability to work flexible hours, as some evening and weekend hours may be required, as necessary.

This position requires knowledge of marketing theory and best practices including online and offline methods for promoting services. Solid design, writing, and proofing skills supported by social media and email marketing tools (both creative and scheduling) is required. Familiarity with web analytics and reporting, as well as Google AdWords, and knowledge of web/print design elements and proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) are strong assets.