

Nipissing University Position Description

POSITION:	Digital Marketing Officer
DEPARTMENT:	Advancement & External Relations
CLASSIFICATION:	Coordinator B
WAGE GRADE:	60
EMPLOYMENT DEFINITION:	Full-time Support Staff
SUPERVISOR:	Manager, Digital Media & Strategies

SUMMARY OF FUNCTIONS

Reporting to the Manager, Digital Marketing, the Digital Marketing Officer is an integral part of the Digital Marketing team that drives the reputation, engagement and awareness of Nipissing University. The Digital Marketing Officer supports content across Nipissing's digital channels including the University's website, social media channels, student app, digital signage and emerging platforms with an eye towards creativity and innovation. This role contributes and enhances Nipissing's visual presence online and coordinates the timely creation and publishing of social media content. The Digital Marketing Officer also plays a key role in supporting the digital needs of departmental partners across the University while ensuring proper storytelling to target audiences: prospective students (domestic & international), alumni and donors, community partners, and internal audiences – students, staff and faculty.

DUTIES AND RESPONSIBILITIES

Content Management & Asset Creation for Social Media and Web

(50%)

- In coordination with the Media Developer, create and execute engaging video and image-based assets for social media, including but not limited to online advertisements, videos, animations, illustrations, images, infographics, etc.
- Propose and develop strategies for new content development (Design, Video, Interview, Photo and graphics)
- Develop creative briefs for interviews, designs, and video production
- Plan and coordinate the distribution and publishing of content on social media and other digital platforms
- Develop and maintain photographic and video assets that can be used on digital platforms to support departmental objectives
- Contribute to content meetings, generating creative and innovative ideas relevant to operational goals and growth targets to help increase target demographic engagement
- Copy edit and review digital assets to ensure compliance with brand standards, accessibility standards and relevant legislation
- Collaborate with University Marketing and Communications colleagues to ensure branding on platforms is aligned
- Grow new and existing social networks by increasing brand awareness and engagement rates
- Implement a content schedule to manage content and plan specific, timely marketing campaigns to support the achievement of sales targets
- Research and advise on social media trends and insights to optimize growth potential within the social media landscape
- Report on social media performance using data insights to measure success and provide recommendations for future strategy

- Stay updated on changes in social media platforms and industry trends
- Execute social media initiatives like contests and content promotion campaigns to support operational and revenue growth targets, as identified by the Manager, Digital Media & Strategies
- Attend assigned events to create, capture, and broadcast live content
- Provide social media training, advice and consultation to university partners
- Conduct market research on target audiences
- Online Community Engagement: interact with followers, respond to inquiries and foster a positive Online Community
- Create inclusive and user-friendly social media content by utilizing features such as alt text, captions, and clear navigation structures

Advertising Campaign Support & Research

(25%)

- Drive consistent, relevant traffic and leads from social media platforms to support revenue generation activities
- Create and implement innovative social media marketing initiatives, including the execution of a social media advertisement strategy to achieve engagement and lead targets. Lead in the coordination and maintenance of social media platforms and channels relating to revenue generation, including developing and posting content specific to grow engagement and awareness
- Create assets and conduct campaign research for designated campaigns
- Provide direct support to the Media Developer for the production of video for social media; including strategizing shoots & editing video optimized for various social media sites and channels

Search Engine Optimization & Web Support and Social Media Accessibility Responsibilities

(10%)

- Aid in the execution of SEO initiatives to better serve search engine requirements (blog posting, backlinking, citations, profile creation, etc)
- Contribute SEO expertise in key areas throughout the University including Recruitment and Admissions; Advancement and other high profile and revenue-generating areas
- Assist in implementation of website components: mobile applications, virtual maps, and virtual tour software
- Review SEO audit reports and track progress
- Regularly audit web and social media platforms for accessibility compliance using appropriate tools and software.
- Collaborate with web developers to identify and implement accessibility improvements
- Stay informed on accessibility best practices and integrate them into digital content creation and management processes

Marketing Analytics and Reporting

(10%)

- Responsible for the preparation of a digital marketing measurement plan for rigorous use of analytics and other available tools for digital marketing measurement
- Provide regular reports to executive for use in strategic planning
- Develop clear visual representations of trends, opportunities and plans for senior level presentations and reporting
- Provide regular reports on the University's performance in search engine optimization
- Conduct market research and evaluate new and emerging social media platforms and Messenger services
- Create performance reports for digital ad campaigns

Other duties as assigned.

QUALIFICATIONS:

Education: An undergraduate degree in a related field (digital communications/marketing). An advertising certification would be considered an asset.

Training and/or experience may be substituted for formal academic training at the discretion of the University

Training, Experience, Knowledge & Skills Required:

- Two plus years of digital content development, social media management and leveraging social media management software (Hootsuite, Sprout Social, Meta Business Manager)
- Experience with paid advertising campaigns across social and search engine platforms
- Experience using video and graphic design software such as Canva and Adobe Suite
- Intermediate-to-advanced photo editing skills. Photoshop an asset
- Experience creating and editing web content using a web content management system – Drupal & Wordpress experience an asset
- Experience writing and editing for digital marketing skills with a strong attention to detail
- Strong understanding of AODA and how it applies to accessible digital content
- Self-motivated and responsible with mature attitude and professional demeanour, with demonstrated skills in engaging with and presenting to others
- Strong ability to confidently approach people to create engaging and authentic content
- Knowledge of video production for social media; including the ability to strategize, shoot & edit video optimized for various social media sites and channels
- Excellent written communication skills, including the ability to ensure accurate and professional public-facing digital content
- Proficiency in web analytics for content with an understanding of how data guides content creation and strategy
- Ability to secure support from existing networks and to capitalize on new partnership opportunities within the organization
- Strong discretion, persuasion, motivation, and sales skills
- Ability to work effectively with a wide range of constituencies in a diverse community; including University executives, management, faculty and other administration
- Flexible and responsive to changing needs in a dynamic and fast-paced environment
- Ability to appropriately handle urgent situations in a calm, diplomatic and tactful way
- Maintain highest level of accuracy and alertness for decisions made, information given, materials processed, particularly under strict deadlines
- Demonstrated project management skills and the proven ability to independently design, implement, manage, lead and execute multiple projects simultaneously

Technical Requirements:

- Social media and web design/development tools and trends
- Experience with Adobe Creative Suite (InDesign, PhotoShop) and other creative software
- Experience with Meta Business Suite
- Experience with video editing tools like Adobe Premiere Pro, Final Cut Pro, or CapCut.
- Experience with team project management software
- Proficiency with web browsers, email systems MAC and PC operating platforms; web conferencing software, MS Office

- Proficiency in capturing high-quality visuals with a strong understanding of lighting, and audio to create engaging video content

RELATIONSHIPS/CONTACTS:

Supervised by: Manager, Digital Media & Strategies

Internal Contacts:

- Staff, faculty, students

External Contacts:

- Media organizations
- Research agencies
- Other educational institutions
- External vendors
- Government offices
- Accessibility agencies and judicial bodies
- Prospective students
- External community members
- Alumni and Donors

MATERIALS UTILIZED:

- General office equipment
- Various software applications
- Telephone/Voicemail
- Fax, photocopier, email, TTY/Textnet

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS

- Some visual, mental and listening concentration
- Comfortable working environment
- Heavy workload at times, with several conflicting demands
- High level of interruption during work requiring focus
- Extended periods of work at a computer or on mobile devices
- Increased demands, and hours during peak periods or crises
- Must be able to work in a setting where demands of online marketing, key university projects and other digital initiatives at the University need to be balanced

I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

Employee Name (please print)

Date

Employee (Signature)

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Approvals

Supervisor

Date

Human Resources

Date