Marketing and Digital Content Officer

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Professional and Managerial Group

Marketing and Digital Content Officer

Alumni Affairs and Development

Hiring #: 2019-0420

Please read the Application Instructions [1] before applying

Alumni Affairs and Development (AA&D) advances the University of Guelph’s mission by raising private support and building relationships with internal and external constituencies. Reporting to the Manager, Advancement Communications, the Marketing and Digital Content Officer serves as a resource to the entire department and assists with the execution of the overall strategic communications plan.

Collaborating with team members, the Marketing and Digital Content Officer creates digital content and updates for the alumni website, manages social media channels, co-ordinates email marketing initiatives, as well as researches, writes, designs and produces communications materials. Developing and employing metrics, the incumbent continually assesses the effectiveness of programs and makes recommendations on communications performance.

The Marketing and Digital Content Officer is part of the Alumni Affairs and Annual Fund team and is responsible for:

- Assisting with the execution of an annual department-wide communications and marketing strategy, taking into consideration specific needs of department units and alumni segments.
- Executing the social strategy, creating social content and maintaining the editorial calendar.
- Creating and editing email campaigns and e-newsletters.
- Co-ordinating print and digital communications initiatives and assisting with ad-hoc communications pieces such as brochures, reports, cards, event invitations and newsletters, ensuring consistency with the department and university visual branding guidelines, strategic plans, and fundraising priorities.
- Updating content on the Alumni Affairs & Development website, ensuring information is timely, accurate, and making website revisions or expansion as appropriate.
- Using analytics to determine the effectiveness of email and digital communications
- Developing creative and engaging ideas for print, web, digital and interactive media.
- Assisting with outreach projects designed to build affinity and engagement with alumni.

Requirements for this position include:

- Three year Community College (Undergraduate degree preferred) and two years related experience, or an equivalent combination of education and experience.
- Exceptional and demonstrable written and oral communications skills.
- Extensive experience in graphic design, website maintenance, social media, reporting tools and analytics, and print production.
- Knowledge of website best practices and proficiency in Drupal.
- Proficient in Adobe Creative Suite 5 (Photoshop, InDesign, Illustrator, Dreamweaver), content management systems and constituent databases.
- Demonstrated analytical, strategic-thinking, adaptability and flexibility to adjust to multiple and conflicting priorities and deadlines.
Exemplifies a professional, respectful, friendly and courteous demeanor in all interactions.
Exels in a culture of ownership and team support.

Position Number            392-059
Classification            P02*

Professional/Managerial Salary Bands [2]

*Tentative evaluation; subject to committee review.

At the University of Guelph, fostering a culture of inclusion [3] is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.

Posting Date: 2019 07 24
Closing Date: 2019 07 31

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