Advancement Marketing and Social Media Officer

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Professional and Managerial Group

Advancement Marketing and Social Media Officer

Alumni Affairs and Development

Temporary full-time from December 2022 to May 31, 2024
Temporary absence of the regular incumbent
Hiring #: 2022-0808

Please read the Application Instructions [1] before applying

The department of Alumni Affairs and Development (AA&D) advances the mission of the University of Guelph by raising private support and building relationships with a broad range of stakeholders ranging from alumni and friends to corporations and foundations.

As a member of the Advancement Marketing and Communications team, the Social Media Officer is collaborative and creative, and epitomizes the department’s shared values of respect, empowerment, integrity, appreciation and forward focus. The Social Media Officer supports AA&D’s ambitious fundraising and strategic engagement goals, working across the directorates, and acting as a champion for excellence in donor/alumni communications and digital marketing.

Reporting to the Senior Manager, Advancement Marketing and Communications, the Social Media Officer will provide expertise and leadership in social media community management to help elevate alumni and donor engagement, Annual Giving campaigns, events, and University fundraising priorities. We believe that digital engagement is a team sport, and collaboration with colleagues across the unit is essential for success. The Officer will lead AA&D in social media best practices, stay on top of industry trends, and develop tactics to help advance AA&D’s profile and brand reputation, in support of the department goal of attracting $50-million in philanthropic support each year.

Responsibilities include:

- Provide leadership and strategic advice to internal units around social media strategy development and message amplification for fundraising, stewardship and engagement initiatives
- Plan a creative digital content strategy to support an annual communications calendar
- Write compelling content for website to promote on social channels
- Act as communications co-chair of the Alumni Weekend Planning Committee
- Attend alumni events to promote alumni connections/stories through various social media channels
- Act as main point of contact for all social media accounts
- Create metrics and implement timely measurement/reporting on each channel’s engagement activity
- Create branded U of G alumni promotional items, manage vendor relationships, and oversee inventory in support of the annual marketing and communications strategy

Requirements for the role include:

- University degree in Marketing, Communications, Digital Marketing and/or Media Studies, along with three (3) years of related experience, or an equivalent combination of relevant education and experience (e.g., college diploma and several years of related experience)
Experience creating, posting, and measuring engaging social media content, including paid advertising
An experienced writer, with strong verbal and written communications skills and demonstrated experience writing engaging content for external audiences
Video production experience and proficiency in video editing software an asset
Ability to manage multiple projects and assignments, possess sound judgment, and troubleshoot problems and ability to work under tight deadlines
Extensive experience with digital marketing management tools including Google Analytics, social media platforms, Adobe Creative Suite, video editing software, Drupal, Microsoft Office, and Smartsheet
Experience in website content management in a Drupal environment
Excellent knowledge of alumni advancement and fundraising principles, specifically relating to digital campaigns
Knowledge of CRM and email marketing tools such as Luminate Online and Blackbaud CRM
Experience in video storyboarding and production, especially in support of digital fundraising and engagement campaigns
Knowledgeable in AODA regulations Canadian Anti-Spam Legislation [CASL]
Critical thinking, analytical and problem-solving skills
Excellent organizational skills and multi-tasking ability
Excellent attention to detail

(Covering) Position Number 391-015
Classification P03
Professional/Managerial Salary Bands [2]

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: 2022 11 28
Closing Date: 2022 12 19