**Department of Human Resources**

**OPSEU Job Description**

**Job Title:**  Digital Marketing Assistant

**Job Number:**  A-338

**NOC:** 1241

**Band:**  4

**Department:**  Marketing & Communications

**Supervisor Title:** Manager, Digital Marketing

**Last Reviewed:** August 2017

**Job Purpose**

Provides general administrative support to the Marketing & Communications department, including customer service.

**Key Activities**

* Monitor and respond to (first level) digital support tickets using the RT Helpdesk system, escalating where appropriate
* Review, edit and post daily news stories, news releases and internal bulletins for accessibility, accuracy and brand standards
* Import, update, keyword and organize digital assets including, photo, videos, and other digital files in the Digital Asset Management system
* Publish social media according to editorial calendar and assist in monitoring social media activity related to the University
* Basic photo editing to support University digital initiatives
* Support content contributors to post content through various content management systems: Adobe Contribute and Drupal
* Assist with clerical duties, deliveries, mailings, filing, and shredding
* Assist with special events and projects
* Other duties as assigned

**Education**

* College Diploma (3 year), preferably in one or more of Web Communications, Public Relations, Graphic Arts or Marketing combined with extensive Internet and digital technology.

**Experience Required**

* One to two years of directly-related experience in a position in graphic design, website maintenance or digital marketing.
* Outgoing personality and excellent interpersonal skills; able to confidently present to large groups of people
* Excellent computing skills, experienced with many different software packages, PC and Mac
* Able to learn new skills easily and troubleshoot computer issues as they arise
* Strong English writing skills and attention to detail
* Self-motivated and responsible with mature attitude and professional demeanour
* Strong customer service orientation