**Department of Human Resources**

**OPSEU Job Description**

**Job Title:** Digital Marketing Coordinator

**Job Number:** C-045

**NOC:** 2175

**Band:** 10

**Department:** Marketing &Communications

**Supervisor Title:** Manager, Digital Marketing

**Last Reviewed:** August 24, 2017

**Job Purpose**

The University’s website is seen as the institution’s primary reputation and information vehicle, the pivotal access point for external and internal audiences and the day-to-day functioning of the University’s operations. Reporting to the Manager, Digital Marketing, the Digital Marketing Coordinator actively participates in planning related to the overall structure and design of the website and intranet, and is responsible for supporting the long-term strategic plan for the University website and intranet in support of the University’s integrated plan, missions and values, and strategic communications objectives set by the Associate Vice-President of Marketing & Recruitment. Integral to the priorities of financial stability, strategic enrollment management, academic excellence and community connections, this position project manages specific initiatives as assigned and emphasizes a combination of strong project management, business needs analysis, organizational, design, development and content management skills, as well as a strong customer service orientation.

**Key Activities**

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| 1. Liaises with departmental stakeholders to strategically plan out their website needs and advises and supports both administrative and academic departments in project managing the development of their websites in accordance with the University’s strategic enrollment plan and marketing plan. Together with Marketing and Communications colleagues and external suppliers, prioritizes, writes and edits information and messaging, designs and/or maintains the University’s web marketing image and presence. Organizes training sessions and delivers modules to departments. |  |
| 1. Working with the Manager, Digital Marketing, supports the development, implementation and compliance of Web policies, procedures and standards for both the website and the intranet. |  |
| 1. Together with Marketing and Communications, and IT colleagues, implements new, interactive Web components for the University website, including but not limited to online market research vehicles for prospective and current students, virtual tours, podcasts, innovative use of video and audio, and other new media to enhance the overall attractiveness and utility of the Trent Web site as a reflection of the quality learning and research environment at Trent, and support the recruiting and reputational goals of the organization. |  |
| 1. Be available/on-call during emergencies or other exceptional circumstances to ensure the website and intranet are refreshed with up-to-the-minute information as scenarios develop. Work with IT team to ensure consistent and unfailing functionality for the University website. |  |
| 1. Support the development of new Marketing and Communications material from the new media perspective and support the conversion of print material into new media when required. |  |
| 1. Support special events, objectives of the Manager, Digital Marketing, other Marketing and Communications Office initiatives and other projects as assigned. 2. Research and implement search engine optimization (SEO) recommendations. Work with the development team to ensure SEO best practices are properly implemented on newly developed code. Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords. 3. Develop reporting recommendations to optimize measurement of digital campaigns. Actively manage Google Analytics account, identifying opportunities for efficiency, accuracy and increased business value in decision making. 4. Support recruitment and other departments with planning and execution of digital advertising campaigns. 5. Actively monitor customer service levels, providing coaching, guidance and support to Digital Marketing Assistant and students where required. Field ticket escalations and escalated upwards as required. 6. Provide backup support for social media publishing and input into team planning sessions related to social media content planning. |  |

**Education**

Honours University Degree (4 year).

**Experience Required**

Four to six years of experience in a digital marketing environment.

**Responsibility for the Work of Others**

Indirect Responsibility

* Marketing and Communications Part-time Students

**Communication**

Internal:

* Management – prepares digital concepts e.g. marketing materials of University
* Management – advises on course of action
* Management – deliver reports and provide analysis of digital marketing performance
* Staff – responds to requests for support on web development and other technical issues
* Departmental liaisons – provides guidance regarding design / structure of departmental web sites
* Staff – trains staff on content management software
* Faculty / Staff – consultation and implementation of new web site structure / design
* Current students – feedback / focus group sessions to determine needs

External:

* All community members; prospects, applicants, parents, teachers, guidance counselors, etc.; - needs analysis for online engagement
* Outside suppliers (e.g. designers, printers, programmers, consultants) – request quotes, hire for work, manage deliverables
* Prospective students – research and focus group sessions

**Motor/ Sensory Skills**

* fine motor skills, dexterity - Keyboarding, requiring both speed and accuracy.
* Sensory skills – eyesight/hearing - Entire job deals with design, marketing (“look and feel”), and communication.

**Effort**

Mental:

* Sustained attention - Required in development of web and intranet structure / information architecture
* Sustained attention - Required in learning and executing technical duties
* Multi-tasking - Required daily routine – switch priorities during daily work

Physical:

* Sitting - Long periods of time at computer
* Keyboarding/Mousing - Long periods of time at computer
* Walking/Movement - Attendance to various events/functions

**Working Conditions**

Psychological:

* Working to deadlines that arise from outside sources