** Department of Human Resources**

**OPSEU Job Description**

**Job Title:** Digital Marketing Developer

**Job Number:** C-045

**NOC:** 2175

**Band:** 8

**Department:** Marketing &Communications

**Supervisor Title:** Manager, Digital Marketing

**Last Reviewed:** April 16, 2020

**Job Purpose**

Reporting to the Manager, Digital Marketing, the Digital Marketing Developer is responsible for planning, executing and evaluating website, social media and other digital solutions to help achieve the University’s marketing, reputation, recruitment and retention goals. Working closely with the Full-Stack Developer and other members of the Digital Marketing team, this role will apply best practices and innovation to ensure a forward-looking, secure, reliable web presence that is scalable, sustainable and accessible. This role also supports the University’s website compliance requirements related to the AODA Communications Standard. The position emphasizes project management, web development, digital marketing and social media skills, with a strong customer service orientation. The position works to deadlines, involves multi-tasking and working closely with the University’s I.T. department.

**Key Activities**

1. Plans and implements digital components for the University’s website including design, analysis, coding and development, implementation, testing, and problem resolution in Drupal Content Management System environments (7, 8, & 9); researching, recommending, integrating, testing, developing, supporting, maintaining custom and third-party modules, themes and theme components, vendor solutions.
2. Develop wireframes, storyboards, sitemaps, data visualizations, information flows and architecture to champion UI/UX and promote quality user experience and institutional branding.
3. Produce and maintain of an editorial calendar and coordinate content that support the recruiting and reputational goals of the organization.
4. Measure and report on the performance of University digital properties and support the reporting needs of University stakeholders.
5. Implement innovative, interactive digital initiatives to enhance the University website and social media channels including but not limited to online market research vehicles, virtual tours, podcasts, video and audio, and other new media to contribute to the overall attractiveness and utility of the University’s digital properties as a reflection of the quality learning and research environment at Trent.
6. Plans, project manages, executes and evaluates digital reputation and student recruitment/enrolment efforts including digital advertising, social media, CRM, prospecting and email marketing.
7. Plans, project manages, executes and evaluates digital student retention efforts including the student mobile app, and other student digital communications.
8. Provides client service to academic and service departments including website and digital planning and content audits, with an emphasis on how the needs of departments can be delivered in an integrated fashion across digital marketing channels including web, social media and email.
9. Under the guidance of Manager, Digital marketing, helps implement and enforce University website and Intranet policies.
10. Ensures the University website and its components are optimized for search engines.
11. Develops and implements training and communication for staff and faculty on the creation of accessible website content and supports the monitoring, reporting and remediation of accessibility issues to maintain AODA compliance related to websites under the AODA Communications Standard.
12. Contributes to the development and maintenance of the University’s website style guide and digital templates that properly reflecting the University style guide.
13. Explores and researches new emerging technologies and best practices that the University could leverage; learn, provide recommendations, and implement opportunities to improve efficiencies and performance of website, development, and workflow processes; liaise with vendors, third party providers.
14. Special events support and other duties as assigned by the Marketing & Communications Office.
15. Other duties as assigned.

**Education**

Bachelors Degree or College Diploma (3 years), preferably in one or more of Web Development, Digital Media Production, Web Development or Computer Science with a digital focus.

**Experience Required**

* Three to four years of directly-related experience in a position in web development , digital production, digital marketing, or communications with a digital focus.
* Proficiency with PHP, SQL, JavaScript, and HTML/CSS.
* Experience building websites using a content management system, preferably Drupal.
* Understanding and experience in planning, execution, measurement and analysis of digital marketing and social media campaigns.
* Knowledge of and experience executing best practices for search campaigns.Experience with enterprise social media management and scheduling software.
* Knowledge of AODA and experience implementing best practices for accessible web development.
* Excellent interpersonal, time management, and communication skills; able to communicate technical ideas to business users, team members, and other stakeholders
* Excellent project management skills, with the ability to manage parallel projects and priorities. Results-oriented, reliable, able to work under pressure and handle a fast-paced work environment, deadlines and new challenges.
* Ability to both collaborate with team members and to work independently.
* Eager to embrace current and emerging digital technologies
* Indirect responsibility for Marketing and Communications Part-time Students