

# OPSEU JOB DESCRIPTION



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<b>Job Title:</b>	Digital Content Coordinator, Trent Durham
<b>Job Number:</b>	C-084   VIP: 2026
<b>Band:</b>	OPSEU-8
<b>Department:</b>	Communications
<b>Supervisor Title:</b>	Manager, Digital Marketing
<b>Last Reviewed:</b>	September 10, 2024

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## **JOB PURPOSE:**

Reporting to the Manager, Digital Marketing, and working closely with , the Digital Content Coordinator, Trent Durham is responsible for leading social media and digital planning, strategy, and execution to support the recruitment, retention and reputation goals of the Durham GTA campus. The position emphasizes communications, digital and social media innovation and content creation, project management and content management skills, analytics, and a strong customer service orientation. The position works to deadlines, involves multi-tasking and working closely with University stakeholders across several departments.

## **KEY ACTIVITIES:**

### **Social Media**

- Plans, manages, executes, and evaluates social media strategies related to Trent Durham to align with reputation, student recruitment and retention goals.
- Publishes social media content according to editorial calendar and monitors social media activity related to Trent Durham news, events and deadlines.
- Creates compelling visual and written content for social media and generates regular reports and insights to improve the performance of and engagement on Durham social channels.
- Works collaboratively with Manager and Communications team to align content strategy, brand, and recruitment content.
- Monitors social media and industry trends, ensuring Durham campaigns are competitive and effective.

- Researches emerging technologies and best practices and communicate findings to Communications teams.

### **Digital Content**

- Stays apprised of digital innovations that Trent Durham can advantage (e.g. podcasts, virtual tours and fairs, and blogs) as well as trends in social media marketing for targeted regions.
- Maintains Trent Durham's web pages, taking lead role in ensuring web content is optimized and up-to-date, adhering to all AODA requirements.
- Acts as lead photographer and videographer for Communications at the Durham Campus; uses digital camera to capture photos and videos to complement content on University digital marketing channels related to Trent Durham. Edits photo and video content to support overall content marketing objectives.
- Project management of vendor supported photo and video projects.
- Manages Durham social media channels and develops content strategy using Hootsuite, ensuring consistent brand voice, engagement, and timely delivery across platforms.
- Seeks opportunities to optimize Trent Durham communications content for digital platforms, including website, social media, and mobile app, ensuring content remains current, engaging, accurate, and informative.
- Under the direction of manager and Communications team, develops creative templates for use by content owners in properly reflecting the University style guide, including eComms and digital assets.
- Explores, stays informed about, and researches emerging technologies and best practices that the University could leverage (e.g., podcasts, virtual tours, new social channels and trends, blogs)
- Takes lead role in optimizing content for Durham on digital platforms – social media, eComms, website, presentations, and more.

### **Digital Service and Support**

- Continually tracks and evaluates effectiveness of digital marketing campaigns across multiple channels. Provides reports as required and recommends adjustments to optimize performance based on data analysis and metrics.
- Contributes to and leverages the Trent University digital asset management system to access photos/videos. Ensures that Durham digital assets are catalogued appropriately and in a timely manner.
- Supports the scheduling, coordination and execution of Trent Durham webinars, live streams and other virtual events.
- Supports design of and assets for eComms and other materials.
- Under the guidance of Communications, helps to implement and enforce University digital policies and maintain compliance with relevant standards, templates and privacy and accessibility regulations (AODA, PIPEDA, CASL and GDPR).

### **Administrative Duties**

- Liaises with vendors and third-party providers on digital projects as required.
- Actively participates in Communications and Trent Durham planning meetings and brainstorming sessions, acting as lead on digital strategy and execution.
- Events support and other duties as assigned.

### **EDUCATION REQUIRED:**

- Three (3) year General University Degree or three (3) year Advanced College Diploma, preferably in one or more of Digital Marketing, Social Media, Communications, or Business with a marketing or digital focus.

### **EXPERIENCE/QUALIFICATIONS REQUIRED:**

- Three (3) years of directly related experience in a position such as digital marketing, social media coordinator or manager, or communications officer with digital/social media expertise.
- Strong knowledge and experience using social media platforms and tools (e.g. Hootsuite and CapCut) to create, schedule, and optimize engaging content across various channels.
- Proficient in graphic design tools (e.g., Adobe Creative Suite, Canva) and video editing software (e.g., Final Cut Pro, Adobe Premiere).
- Excellent written and verbal communication skills with the ability to adapt tone and messaging for different audiences, with focus on social media.
- Excellent interpersonal skills; able to confidently present to large groups of people.
- Proactive, results-oriented, reliable, and able to work in a fast-paced, dynamic environment.
- Capable of working both independently and collaboratively within a team environment.
- Creative thinker with a passion for digital marketing and staying ahead of trends.
- Self-motivated and responsible with mature attitude and professional demeanour
- Preferred experience web site content management, in SEO and SEM best practices and experience running social campaigns.