

IDENTIFICATION

Job Title:	Digital Marketing Coordinator	Division:	University Relations
Name of Immediate Supervisor:	Misha Warbanski	Position Number:	YUXXXX
Supervisor's Title:	Director, Communications and Marketing	Effective Date:	

Purpose of the Role

- The Digital Marketing Coordinator brings the University to life in digital spaces, including managing its social media personality and presence across multiple platforms, and digital advertising.
- The incumbent develops and informs strategies and campaigns for organic and paid digital marketing that advances the University's efforts to achievement of its strategic enrolment management goals and promote the overall university brand.
- The digital coordinator develops digital marketing content (organic and paid), including working with text, stills, video, audio and other formats.
- An important collaborator, the digital marketing specialist orchestrates and schedules content, evaluates and reports on impact, and recommends improvements and opportunities through tracking and analysis of KPIs and other evaluation metrics.
- This position responds in a timely manner to inquiries and comments received through social media channels, or redirects requests to appropriate subject matter experts, to the Director, Marketing and Communications or AVP University Relations.

Key Responsibilities

1. Develop strategies and campaigns to digitally market Yukon University's programs and brand.
2. Provide day to day management and maintenance of Yukon University's social media accounts and channels.
3. Monitor commenting and messaging and respond to public comments and inquiries in a timely manner, and triage complex or controversial content to subject matter experts or the Director, Communications and Marketing.
4. Keep abreast of current digital marketing products, trends, and opportunities.
5. Onboarding and training for staff within the "marketing community of practice" on tools and best practices to attain and maintain high quality online presence for the University.

People Leadership

This role has no supervisory responsibilities. However, the incumbent collaborates and coordinates contributions from a wide variety of internal University clients, as well as with funders, community partners, First Nations and others.

JOB ELEMENTS

Decision - Making

- The incumbent makes decisions relating to daily social media planning and scheduling based on performance data, professional expertise and judgement, and priorities determined by the Director, Marketing and Communications and University senior leadership.
- The incumbent applies judgement to appropriately engage with comments and respond to inquiries on social media channels, and/or to redirect inquiries to the appropriate subject matter expert or to senior leaders. A high level of professional judgement and professionalism is expected.

Communication and contacts

- The incumbent interacts with a diversity of YukonU internal clients through meetings and written communications, providing input to marketing and communications plans.
- The incumbent may interact with external partners to coordinate campaigns, coverage and amplification.
- The incumbent builds effective working relationships and shares knowledge with the wide “marketing community of practice” that includes various program coordinators, and staff across the University’s 13 campuses. Tact and diplomacy are required to ensure the overarching goals for brand, story-telling and marketing are upheld and strengthened.
- The incumbent shares regular updates, reflections and strategic opportunities to the Director, Marketing and Communications (dashboards, briefs, written plans).

Knowledge and Experience

- A degree in a journalism, communications or related field. Equivalent education may be demonstrated through practical work experience.
- Knowledge of social media and digital marketing products, tools and best practices.
- Experience producing and editing high-quality engaging multi-media content.
- Experience developing and implementing effective social media and digital marketing strategies and campaigns.
- Experience providing advice to diverse clients, including senior leaders.
- Experience analysing and presenting performance data and informing ongoing evaluation.
- Experience in a post-secondary environment.

WORKING CONDITIONS

Specific Working Conditions & Requirements

- This role requires the ability to work effectively within a team to support diverse clients, one-on-one with clients to edit and improve content, as well as requires working at high-level of independence/autonomy to manage the day-to-day scheduling and issues management.
- The incumbent must work efficiently with deadlines in mind as they navigate multiple and competing priorities.