



Digital Project Lead

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Skwxwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səliłwətał (Tsleil-Waututh), shísháłh (Sechelt), Skwxwú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

At Capilano University we are committed to supporting a campus community that is both diverse and inclusive. We believe that diversity within our workforce is essential in creating both an exceptional student and employee experience. As part of our ongoing commitment to Diversity, Equity and Inclusion (DEI), we strive to ensure that our recruitment campaigns authentically reflect the diverse community we serve. We actively encourage applications from Indigenous Peoples, Black and racialized persons, persons with disabilities, women, and members of the 2SLGBTQIA+ community, as we value the unique perspectives, lived experiences, and skillsets each individual brings to CapU.

To help us focus our efforts, we encourage all applicants to complete a short anonymous questionnaire, if they wish. The results of the questionnaire are not linked to you or your application and do not form part of the selection process. The goal of collecting this anonymous data is to gain a better understanding our organizational reach, while continuously working to improve the diversity of our applicant pool.

All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority. Should you require accommodations during the hiring process please reach out to jeremyorsted@capilanou.ca (faculty), or mimibuan@capilanou.ca (Ad/Ex and Staff).

Position Title: Digital Project Lead

Union: MoveUP

Department: Marketing & Digital Experience

Position Status: Regular Full-Time

Position Number: S99100

Position Start Date: ASAP

Job Posting Open Date: April 2, 2026

Job Posting Close Date: Open until filled



Pay Group: 28

Salary: \$6,430 per month (with increments to a max of \$7,229 per month)

Location: North Vancouver

Working with us

At Capilano University, learners are our focus. Guided by the goals outlined in [Envisioning](#) and [Illuminating 2030](#), employees play an essential role in creating an exceptional learning experience for and with learners and are central to a thriving campus community. Together, we are inspired by imagination and Capilano University is one of the leading teaching-focused universities in British Columbia and one of BC's Top Employers. Grounded by our sense of purpose, we offer a meaningful, friendly, and dynamic work environment.

At the heart of Capilano University, is our University Relations team that stands as a pillar dedicated to cultivating a culture of giving, engagement, and community building. Encompassing philanthropy, alumni engagement, university relations, communications, marketing, as well as university events and ceremonies, we are a collaborative and innovative team of inspired professionals.

Through strategic partnerships and dedicated efforts, we seek to be the architects of lasting connections making a profound impact on the academic, cultural, and social fabric of CapU, not only enhancing our reputation but bringing communities together and fulfilling our collective purpose.

Are you ready to be a catalyst for community engagement and contribute to a purpose-driven team? Join our University Relations, where your efforts will not only shape the present but also play a pivotal role in securing a vibrant and impactful future for Capilano University.

About the role

Some Illustrative Examples of Duties include:

- Leads the planning, production and execution of major digital marketing projects from initial definition through to completion, including supporting the manager to assess briefs and requests for support and project prioritization.
- Defines, project scope, timelines, deliverables and resource requirements.
- Oversees day-to-day activities of project teams and external vendors, including setting deliverables, monitoring progress and ensuring accountability for results.
- Supports the Manager, Marketing in executing integrated digital strategies including content creation, optimization and governance of digital content that enhance the University's online presence, improve user experience and support recruitment, retention and engagement goals.

- Provides editorial leadership across digital platforms by writing and editing content for a wide range of channels, creating and updating web pages and sections, and overseeing editorial calendars, content audits and publishing workflows.
- Applies best practices in SEO, GEO, AEO and AIO, accessibility, UX design and responsive content development to all digital initiatives.

Experience, competencies & qualifications

- Minimum of a four-year undergraduate degree in digital media, marketing, communications, interactive design or a related discipline.
- Minimum seven years of progressive experience in marketing, digital strategy, content development and project management within a complex organization.
- Project Management Professional (PMP) designation or equivalent training and experience.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS:

- Thorough knowledge of project management methodologies, techniques and tools as they apply to marketing and digital projects.
- Considerable experience managing small, medium and large marketing and digital projects across a wide range of organizational objectives, timelines and budgets.
- Demonstrated expertise in digital strategy, content development and user experience design.
- Demonstrated experience with journalistic and marketing copywriting styles and techniques appropriate to various audiences in digital formats, along with knowledge of substantive editing and copyediting and a high degree of accuracy in proofreading and fact checking.
- Demonstrated experience with email marketing, automation platforms, content management systems (CMS) and customer relationship management (CRM) tools
- Proficiency with web analytics tools (e.g., Google Analytics, Tag Manager, Search Console, SEMRush, Microsoft Clarity etc.).
- Knowledge of HTML, CSS, accessibility standards and emerging digital technologies.
- Ability to plan, organize and carry out activities with high attention to detail within tight timelines and adapt in a constantly changing environment.
- Ability to lead multiple projects in a complex organizational environment.
- Excellent communication skills and ability to establish and maintain effective working relationships with employees at all levels, as well as students, suppliers and vendors.
- Ability to exercise independence, good judgment, initiative, discretion and confidentiality, and to work with minimal supervision.
- Strong analytical, problem-solving and decision-making abilities.
- Capacity for innovation, initiative and strategic thinking.

For more information, please see the complete [job description](#).

Benefits

At Capilano University, we understand that there is more to life than work. That is why we offer comprehensive benefits and support to help you and your family live a balanced life. Take a [sneak peak](#) to see what it is like to work at Capilano University.

Days and Hours of Work:

Will depend on the position status, but typically will include the following:

Our standard work week is Monday to Friday, 8:30am – 4:00pm, or dependent on the needs of the department.

How to apply

Please submit your application package to talentacquisition@capilanou.ca and be sure to included the following:

- 1) The position tile and position number in the subject line of your email.
- 2) Your resume and cover letter.
- 3) Your responses to the supplemental questions shared below. Please include both the question and your response in the body of the email:
 - a. Are you legally entitled to work in Canada? (i.e. valid work permit, permanent resident, Canadian citizen) (required)
 - b. Do you have a four (4) year undergraduate degree in digital media, marketing, communications, interactive design or a related discipline? (Yes or No)
 - c. Do you have a minimum seven years of progressive experience in marketing, digital strategy, content development and project management within a complex organization? (Yes or No)
 - d. Do you have a Project Management Professional (PMP) designation or equivalent training and experience?



Thank you for your interest in this opportunity with us at Capilano University!