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| Class No.      |            |
| Original Date: | April 2018 |
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| Pay Group:     | 24         |

## CLASS SPECIFICATION

### Digital Media Specialist

#### **NATURE AND SCOPE OF WORK:**

The digital media specialist plans, creates, and coordinates relevant, engaging, informative and interactive content for organic and paid digital media, along with traditional media. Comfortable in a digital-driven operating environment, the specialist oversees distribution and placement of advertising, social media and digital content that is highly integrated, creative and resonates with target audiences. The incumbent is a cross-functional team member who works in cooperation with the University community to support institutional and marketing priorities. This integral role develops and implements a wide range of tactics and content to build the University's reputation and promote its online presence. The digital media specialist reports to the manager, marketing.

#### **ILLUSTRATIVE EXAMPLE OF DUTIES:**

##### **Strategy & Content Development**

- Amplifies the University brand across all media, including social media, web, publications, and current and emerging digital platforms.
- Researches, plans, coordinates and develops campaign strategies that generate awareness and build engagement with target audiences. Ensures corporate campaigns are consistent with University brand messaging and standards.
- Drives the planning, creation and dissemination of content across the University's primary social media platforms, working collaboratively with a network of content creators in Communications and other departments in line with University Social Media Guidelines.
- Integrates brand storytelling, content marketing, pay-per-click (PPC) and paid social advertising, influencer campaigns, search engine marketing (SEM) and other activities to support larger University goals.
- Creates thoughtful, relevant and inspiring content, including copywriting and creative ideas to encourage recruitment, drive conversion, support retention and build loyalty.
- Coordinates ongoing print and digital advertising needs, including communicating with media representatives and clients, identifying new opportunities, making bookings and preparing estimates.
- Develops and maintains planning tools and content calendars for effective scheduling and content creation.
- Contributes to the creation and maintenance of guidelines and ensures that advertising and social media content conforms to University standards for style, grammar, and readability.

##### **Collaboration & Communication**

- Advises University departments on integrating appropriate advertising and social media

strategies and principles in their marketing initiatives.

- Provides training, guidance and support to academic and administrative departments regarding social media and advertising best practices, policies, procedures and tools.
- Works collaboratively within a cross-functional team in planning, coordinating, tracking and evaluating projects.
- Works closely with members of Communications and other departments to align social media content and messaging across channels.
- Consults with agency partners and external service providers to ensure creative and strategic alignment.

### **Reporting & Department Support**

- Measures and analyzes data insights, trends and performance, and uses analytics to improve the effectiveness of content, inform campaigns, understand user behaviour and enhance the user experience.
- Creates and disseminates regular reports for the manager, marketing and director, marketing & digital experience.
- Stays up-to-date with new trends and technologies in advertising and digital media, makes recommendations on marketing opportunities and champions for continuous improvement.
- Supports marketing & digital experience team members with web content updates, as needed.
- Performs other duties related to the qualifications and requirements of the position.

### **REQUIRED KNOWLEDGE, ABILITIES AND SKILLS:**

- Extensive knowledge of current marketing practices and trends and the ability to make recommendations for organic and paid media.
- Skilled communicator and negotiator with a thorough knowledge of developing and implementing marketing and social media strategies.
- Thorough knowledge of project management, as it applies to marketing projects; ability to develop, implement and track projects that meet University objectives, timelines, policies and procedures.
- Considerable ability with marketing copywriting styles and techniques, appropriate to various audiences in digital and print formats.
- Knowledge of content management systems, web and print publishing, social media platforms, analytics and tracking tools, database, spreadsheet and word processing applications.
- Considerable knowledge of business English, spelling, punctuation and arithmetic and ability to act as a clear communicator with minimal supervision. Demonstrated ability to achieve a very high degree of accuracy in proofreading and fact checking.
- Ability to establish effective working relationships and work collaboratively with employees at all levels, including students, suppliers and community members.
- Knowledge of branding and working within a visual identity system.
- Capacity for creativity and research; ability to exercise initiative, resourcefulness, and judgment.

- Sensitivity to cultural differences and an ability to understand the importance of the cross-cultural context in relation to marketing activities.
- Ability to exercise diplomacy, tact, and discretion when working with confidential and/or sensitive information and in dealing with various levels of administration and external service providers.
- Experience coordinating multiple projects in a complex organizational environment.
- Ability to consistently meet deadlines and effectively maintain a highly varied workload.

**REQUIRED TRAINING AND EXPERIENCE:**

- Minimum of a four-year undergraduate degree in a relevant discipline such as marketing, communications, journalism, public relations, digital media or a related field.
- Five years of experience in marketing and content creation, including three years of experience planning and implementing major, multi-channel campaigns.

**REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS:**

- None.