

Class No.:	Staff
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CLASS SPECIFICATION

DIGITAL PROJECT LEAD

NATURE AND SCOPE OF WORK

The Digital Project Lead is responsible for leading high-impact digital initiatives that support Capilano University's strategic goals in marketing, recruitment, engagement and brand development. This role integrates expertise in digital marketing and content strategy, editorial leadership and project management to deliver seamless user-centered digital experiences across web, email, social media and other platforms.

Working collaboratively with internal partners and external vendors, the Digital Project Lead provides strategic oversight of digital content planning and performance, leads cross-functional initiatives and contributes to the University's digital transformation by ensuring all digital efforts are aligned with institutional priorities and executed to the highest standards.

The Digital Project Lead reports to the Manager, Marketing.

ILLUSTRATIVE EXAMPLES OF DUTIES

Project Management

- 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.
- Liaises with internal partners to communicate project status, gather feedback and ensure alignment with strategic goals.
- Maintains detailed project documentation including schedules, budgets, task tracking and lessons learned.
- Identifies measurable criteria and tracks performance against objectives throughout the project lifecycle.

- Supports continuous improvement by contributing to process development, workflow optimization and team productivity initiatives.

Digital Content Strategy and Development

- 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.
- Collaborate with other team members to develop information architecture, wireframes, prototypes, pop-ups, emails and landing pages that support marketing campaigns and user journeys.
- Acts as a subject-matter expert in digital content strategy, editorial standards and the University's style guide, providing guidance to team members on content quality, messaging and accessibility.

Analytics and Performance Measurement

- Utilizes web analytics tools such as Google Analytics, Tag Manager, Search Console, Microsoft Clarity and SEM Rush to gather key insights, monitor performance, identify trends and inform strategic decisions.
- Conducts user research, journey mapping and A/B testing to optimize digital experiences.
- Reports out on platform performance, user behavior and campaign effectiveness
- Recommends emerging digital practices and tools and/or data-informed improvements to enhance engagement, conversion and overall digital impact

Collaboration and Communication

- Collaborates with University partners, leaders and cross-functional teams to identify digital business needs and translate them into actionable data-informed strategies and project plans and secure approval of key decision-makers such as associate registrars, deans and directors.
- Develops training materials and supports University colleagues in using digital tools, platforms and best practices to build digital literacy.
- Prepares, reviews and maintains project budgets, tracks expenditures and collaborates with other departments on quotes and invoices.

REQUIRED TRAINING AND EXPERIENCE

- 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.