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CLASS SPECIFICATION

ONLINE ENGAGEMENT ASSISTANT

NATURE AND SCOPE OF WORK

The Online Engagement Assistant for the Faculty of Fine and Applied Arts (FAA) supports to enhance the faculty's digital visibility, engagement, and communication. This position involves developing, and optimizing digital content across multiple platforms, including the FAA's website, social media channels, and newsletters, ensuring that the FAA's online presence is dynamic, impactful, and aligned with CapU's broader vision, including the People Plan and Envisioning 2030 goals.

In addition to content development, the assistant plays a key role in increasing domestic applications and enrollment by optimizing web content for search engines. The role is crucial in promoting FAA's alignment with the university's strategic goals, including supporting initiatives related to Indigenization and decolonization, enhancing community engagement, and improving the student experience.

ILLUSTRATIVE EXAMPLES OF DUTIES

Content Creation and Management

- Develop and update web content for program pages, faculty bios, and event listings
- Work closely with the FAA dean in the development of engaging digital assets such as graphics, videos, and multimedia content that highlight FAA's programs, student work, faculty achievements, and upcoming events
- Write and edit social media posts, newsletters, and emails to internal and external parties

Social Media Management

- Update social media accounts for the FAA and its programs
- Develop and schedule posts to promote events, student achievements, and program updates
- Engage with followers and respond to inquiries on social media platforms

Event Promotion

- Promote new and recurring FAA events
- Coordinate with the CapU Events team to gather and disseminate event details

- Develop promotional materials for events

Search Engine Optimization (SEO) & Digital Marketing

- Assess, evaluate, and optimize web content to improve online visibility
- Analyze website traffic and social media metrics to assess content effectiveness
- Work with Digital Technology Services (DTS) web developers to implement FAA-related SEO best practices

Analysis & Reporting

- Monitor and report on the performance of marketing campaigns
- Provide regular updates to the FAA dean and chairs on marketing activities and outcomes
- Performs duties related to the qualifications and requirements of the job

REQUIRED TRAINING AND EXPERIENCE

- Completion of a diploma in digital marketing, web design, or a related field.
- Minimum two years of experience in digital content development and planning, SEO, website content management and analytics for a complex organization.
- Experience supporting multiple projects in a complex organizational environment.
- Strong knowledge of social media, digital storytelling and content marketing.
- Experience working with email marketing and automation platforms.
- Experience with Adobe Photoshop and Adobe Illustrator.
- Experience working with an enterprise-level content management system.
- Experience with web metrics tools such as Google Analytics, Google Search Console, Google Tag Manager, Crazy Egg.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Excellent communication skills (verbal, written and presentation) in English
- Strong interpersonal skills, with ability to collaborate productively with stakeholders at all levels of Capilano University
- Strong analytical skills
- Knowledge of HTML, CSS, and current and emerging digital technologies
- Ability to work well under pressure, manage competing priorities and meet deadlines.
- Strong attention to detail and a commitment to quality work
- Capacity for creativity and innovation; ability to exercise initiative, resourcefulness, and judgment
- Ability to produce regular, informative, and concise reports and status updates on projects and initiatives