

Class No.:	Staff
Original Date:	December 2025
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Pay Group:	24

CLASS SPECIFICATION

Marketing Specialist

NATURE AND SCOPE OF WORK

The marketing specialist is responsible for supporting the development and execution of marketing and promotional initiatives including content for websites, digital channels, and other marketing platforms that enhance the University's visibility, reputation and engagement.

The incumbent works cross-functionally with marketing and digital experience colleagues and other internal colleagues to ensure content and campaigns are accurate, up-to-date, well-written and user-focused.

In addition to editing, writing, and publishing content on university websites, the marketing specialist is responsible for planning, creating and coordinating marketing content and campaigns across other channels, such as newsletters, email campaigns, digital storytelling, social media, videos and marketing collateral. With a strong foundation in web writing, brand storytelling and plain language, the incumbent understands the need for clear, accessible, and user-optimized content. The marketing specialist reports to the manager, marketing.

ILLUSTRATIVE EXAMPLES OF DUTIES

Content Creation and Campaign Development

- Develops and implements content and creative for marketing campaigns across website, digital and other channels.
- Maintains content for the online events calendar and campus screens.
- Acts as a point of contact for web updates.
- Researches, writes, edits, creates, updates and evaluates marketing content consistent with University brand strategy and standards for style.
- Acts as a contributor to Capsule, the University's digital storytelling platform.
- Translates complex ideas and messages into clear, friendly and accessible language.
- Monitors analytics and performance metrics of websites and optimizes search engine ranking.
- Supports marketing automation, segmentation, and personalization strategies in collaboration with the digital marketing team.
- Assists marketing and digital experience team members with site audits and content improvements, as needed.

Collaboration & Communication

- Collaborates with marketing & digital experience team and external service providers such as paid media and creative agencies to ensure strategic alignment.
- Works closely with other departments to support event promotion and marketing content for email campaigns, landing pages and social media.
- Stays up to date with trends and technologies in content creation and champions for continuous improvement.
- Contributes to brainstorming sessions and annual marketing planning to align content with institutional priorities
- Performs other duties related to the qualifications and requirements of the position.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Exceptional research, writing, editing and proofreading skills.
- Demonstrated ability to write, edit and curate brand-aligned content that meets the needs of a variety of audiences and platforms.
- Demonstrated experience with content management systems, web and print publishing, digital advertising, social media platforms, analytics and tracking tools, database, spreadsheet, and word processing applications.
- Demonstrated experience in campaign planning, creative development and performance measurement.
- Knowledge of search engine optimization (SEO), generative engine optimization (GEO), artificial intelligence optimization (AIO), analytics and digital marketing best practices.
- Superior communication skills; able to communicate effectively verbally and in writing.
- Ability to work effectively both independently and in a team environment, as well as interact diplomatically with internal staff and external stakeholders.
- Organized and able to prioritize multiple tasks and work effectively under pressure and meet deadlines.
- Working knowledge of publishing, editorial processes, content development and marketing practices.
- Capacity for creativity and research
- Ability to exercise initiative, resourcefulness and judgment.

REQUIRED TRAINING AND EXPERIENCE

- Completion of a Bachelor's degree in marketing, communications, English, journalism, public relations or a related field.
- Minimum four years of experience in marketing, digital content development and campaign coordination, preferably for a complex multi-level organization.