



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Link's Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:  
Toll Free Phone: (866) 225-9067  
Toll Free Fax: (877) 825-7564  
L9 P23 R4074 HWY 596 - Box 109  
Keewatin, ON P0X 1C0

# Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/05

## Digital Marketing Specialist - The Chang School

<b>Job ID</b>	<b>367151-1-2832</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=367151-1-2832">https://careers.indigenous.link/viewjob?jobname=367151-1-2832</a>	
<b>Company</b>	Toronto Metropolitan University	
<b>Location</b>	Toronto, ON	
<b>Date Posted</b>	From: 2022-06-24	To: 2050-01-01
<b>Job</b>	Type: Full-time	Category: Education

### Description

#### About Toronto Metropolitan

At the intersection of mind and action, Toronto Metropolitan University is on a transformative path to become Canada's leading comprehensive innovation university. Integral to this path is the placement of equity, diversity and inclusion as fundamental to our institutional culture. Our current academic plan outlines each as core values and we work to embed them in all that we do. We welcome those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us to expand our capacity for diversity in the broadest sense. In addition, to correct the conditions of disadvantage in employment in Canada, we encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, racialized persons, persons with disabilities, and those who identify as women and/or 2SLGBTQ+. Please note that all qualified candidates are encouraged to apply; however, applications from Canadians and permanent residents will be given priority. In April 2022, the university announced our new name of Toronto Metropolitan University, which will be implemented in a phased approach. Learn more about our next chapter. The Chang School At The G. Raymond Chang School of Continuing Education at Ryerson University, we're transforming university continuing education. With 1,500 course offerings and over 80 career-related certificate programs including Data Analytics, Big Data, and Predictive Analytics, Project Management, and Occupational Health and Safety, we're addressing the needs of continuous learners across Canada and internationally. Our comprehensive support services, highly experienced instructors, and strong connections to industry help learners develop their capacity to contribute to a socially progressive innovation economy. In alignment with learners' preferences for flexibility, all of our courses may be completed online. For more information, visit [continuing.ryerson.ca](https://continuing.ryerson.ca). We especially welcome applications from individuals who self identify as women, Black, Indigenous or a racialized person, who will be integral towards serving our highly diverse student population. If you identify in one of the former groups, we encourage you to self-identify in your cover letter. This is truly an exciting time to join The Chang School as we embark on our strategic planning guided by the values of equity, diversity and inclusion and with a firm belief that diversity is our strength. We are building a culture of recognizing and celebrating diversity and welcome you to join us..

#### The Opportunity

The Digital Marketing Specialist will collaborate with various stakeholders within The Chang School to develop and implement digital marketing campaigns and promotions, according to University standards. Lead the production of digital assets to ensure quality output and timely delivery. Work collaboratively with other members of the Marketing and Communications unit to deploy marketing strategies and solutions aimed at advancing supporting The Chang School's strategic priorities and increasing student enrollment.

Responsibilities Develop, initiate, recommend and implement appropriate promotional strategies for assigned portfolios that will promote Chang School programs and courses to the target audiences through digital and other marketing channels. Lead the production of online digital marketing materials by developing workflows with stakeholders, determining the creative, photography, design, writing, revising, proofreading and finalizing digital marketing assets according to production standards. Liaise with internal and external parties regarding channel specifications by obtaining competitive quotes from suppliers, identifying distribution channels and liaising with contracted suppliers to ensure asset production specifications on quality control, scheduling and invoicing are achieved. Analyze data and campaign performance and provide recommendations on other digital opportunities to maximize enrollments Create A/B testing opportunities and adjust campaigns to be as effective as possible Develop test and learn strategy to ensure organized campaigns with clear outcomes Conduct internal and external research to ensure correct targeting to increase conversions Monitor and set campaign budgets by comparing actual results with plans and forecasts and reporting on KPIs Assist in providing keyword recommendations to support SEO strategies Research market competition to evaluate and identify key trends and opportunities Able to quickly adapt campaigns to changes in needs or market mid-campaign and provide recommendations Participate in other marketing activities to support the team's efforts. Track and monitor costs at each stage of production and reconciling and processing invoices and assisting with special events.

#### Qualifications

To help us learn more about you, please provide a one page letter of interest, resume and the link to your online portfolio describing how you meet the following required qualifications: Successful completion of a post-secondary degree program in Business Communication, Marketing, Journalism, English or in a related field A minimum of three (3) years of relevant work experience with the following requirements: Writing, editing, producing marketing material for online distribution Direct experience with Facebook Ad Manager, Google Adwords, Google Analytics, Google Data Studio, Google Tag Manager, LinkedIn Advertising platforms, Social Media Marketing, Search Engine Marketing Proven track record in digital marketing knowledge, skills and supplemental training are required to create, edit and prepare digital marketing advertisements on a variety of channels to

ensure the “the brand” will work to ensure that the creative content of all projects works to reinforce the key components of the Chang School brand. Knowledge of digital media buying and digital reporting and tracking

Demonstrated interpersonal and client relationship skills in working closely with stakeholders to determine promotion needs and objectives, including, researching and recommending promotional strategies that will promote programs to the target audience and ensure lifecycle of the project to ensure materials are completed on time, on budget and meeting the measurable objectives. Experience in coordinating the production of promotional and web content, copy-writng, editing, revising, proofing and finalizing digital marketing materials and monitoring online and social networking/social media advertisements Ability to research, analyze and interpret data through the entire enrollment funnel from lead generating and nurturing through enrollment; identify competitive advantage/and or unique attributes and make recommendations based on solid and meaningful evidence to determine campaign effectiveness Advanced skill in strategic thinking to develop comprehensive, execution-focused plans. Solid project and production management experience, including marketing budgets, cost reconciliation and working internally with marketing team and external agencies on creative, brand and media buying. Proven success at continually producing desired results and achieving goals and objectives. Highly-organized with the ability to coordinate multiple initiatives/projects concurrently, and meeting changing requirements/priorities to accomplish objectives. Ability to work in a fast-paced environment and effectively manage several projects and deadlines at once. Build and maintain strong working relationships with internal and external partners; collaborate across organizational boundaries with various functions and coordinate with vendors. Commitment and working knowledge to support Ryerson’s principles of equity, diversity, and inclusion (EDI), and the Accessibility for Ontarians with Disabilities Act (AODA).

#### Additional Information

Position Number(s) 10002223

Reports To Manager, Digital Effectiveness

Vacancy Type TERM

Employee Group OPSEU

Work Location Hybrid, 297 Victoria Street

Start Date ASAP

End Date July 2023

Hours of Work 36.25

Grade and Step 12

Salary Scale Min: \$71,284.07 up to Step 8: \$90,300.54

We encourage all First Nations, Metis and Inuit peoples or Indigenous peoples of North America, to self-identify in their applications and also reach out to Tracey King, Indigenous Human Resources Lead for support during the selection process. As part of the selection process, candidates may be required to complete an occupational assessment.

Applications will only be accepted online through Toronto Metropolitan University’s careersite. Toronto Metropolitan University is committed to the principles of the Accessibility for Ontarians with Disabilities Act (AODA), and aims to ensure that independence, dignity, integration and equality of opportunity are embedded in all aspects of the university culture.

We will provide an accessible experience for applicants, students, employees, and members of the Toronto Metropolitan University community. We are committed to providing an inclusive and barrier-free work environment, beginning with the recruitment process. If you have restrictions that need to be accommodated to fully participate in any phase of the recruitment process, please contact [hr@ryerson.ca](mailto:hr@ryerson.ca). All information received in relation to accommodation will be kept confidential.

For more information, visit Toronto Metropolitan University for Digital Marketing Specialist - The Chang School