



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:
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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/07

Digital Marketing Specialist

Job ID	372551-1-6814	
Web Address	https://careers.indigenous.link/viewjob?jobname=372551-1-6814	
Company	Toronto Metropolitan University	
Location	Toronto, ON	
Date Posted	From: 2023-03-16	To: 2050-01-01
Job	Type: Part-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 team

The DMZ is a world-leading startup incubator based at Toronto Metropolitan University that equips the next generation of tech entrepreneurs with the tools needed to build, launch, and scale highly impactful startups. By providing connections to customers, coaching, capital, and a community, the DMZ's customized approach helps innovators reach the next milestone in their entrepreneurial journey - whatever that might be. Through its award-winning programming, the DMZ has helped more than 800 startups raise \$2.5 billion in capital and create 5,000+ jobs. Headquartered in Toronto, Canada with globally-accessible programming, the DMZ has a widely-recognized international presence with offices in Vietnam, India, and the U.S., and partnerships across North America, Latin America, Africa and Asia.

The Opportunity

The Digital Marketing Specialist works closely with the Manager, Marketing & Communications to lead the organization's overall digital marketing strategy and increase the DMZ's profile as a world-leading startup incubator in local, national and international markets. The candidate for this role has strategic thinking capabilities to support the development and execution of innovative marketing and communications plans and campaigns to drive brand awareness, promote startup recruitment, and improve engagement with external stakeholders. The role leads all aspects of the DMZ's digital marketing efforts, including SEO strategies, website analytics, influencer campaigns, paid and organic social media strategy, photoshoots, and video productions to support DMZ activities and initiatives in accordance with the brand guidelines, timelines and budgets.

Key responsibilities:(1) Digital Marketing

- Plan and execute all digital marketing campaigns, including social media, SEO/SEM, newsletters, and search and display advertising.
- Accountable for all paid and organic digital marketing initiatives. Coordinate and execute campaigns on appropriate platforms/channels, tracking performance and optimizing approach to drive improved results. Help formulate the social media budgets and spends.
- Proactively create and/or coordinate event registration, newsletters, videos, photography, templates, presentations, infographics and other assets.

(2) Social Media

- Develop, implement, and manage the DMZ's social media content that aligns with the overall communications plan and related campaigns to increase brand awareness, drive engagement, reach, and conversion. Responsible for maintaining the editorial calendar, and creating all digital content, templates, and assets.
- Support the DMZ's senior leadership social strategy by developing and publishing strategic content, supporting community management, and developing thought leadership strategies.
- Assist in brainstorming new and creative growth strategies for all channels.
- Create and publish engaging event content for the DMZ, including live coverage and recap posts.
- Collaborate with team members, academic and administrative units across campus, and with our community partners and media.

(3) Data Analytics

- Measure performance of all digital marketing campaigns, and assess against goals and KPIs. Develop regular reports to track performance and leverage insights to optimize digital marketing initiatives.
- Identify trends and insights, and optimize spend and performance based on the insights.

Qualifications

- To help us learn more about you, please provide a cover letter and resume describing how you meet the following required qualifications:
- Completion of a Bachelor's degree in Business Management, Communication, Marketing, Journalism, English or in a related field and a minimum of three (3) years of relevant experience in digital marketing experience participating in a wide variety of digital activities, planning, implementing, monitoring, and reporting on campaigns (organic and paid), good understanding of social media marketing in a dedicated

marketing/branded communications positions, busy advertising or a similar environment with the following requirements:

- Strong experience in analytics to report on campaign performance through Google Analytics, Google Search Console, Google Data Studio
- Experience designing graphic elements and leading creative vision for digital and online media and print.
- Publishing knowledge and skills to create, edit/proof and prepare final print-ready marketing and communication materials
- Knowledge and understanding of best practices in accessible, user-centred design and content creation.
- Ability to identify the latest digital trends and technologies in the local, national and international startup ecosystems.
- Demonstrated experience in independently planning, developing, managing and monitoring social media channels such as Instagram, Twitter, LinkedIn, Reddit, digital marketing campaigns, SEO/SEM, newsletters, and videos.
- Strong project management, time management, and budgeting skills to manage day-to-day channel activity and special digital initiatives. Strong attention to detail.
- Excellent command in related software applications such as social media scheduling tools (Later, Sprout), native analytical and insight tools for Facebook, Twitter, Instagram and LinkedIn, Adobe Creative Suite (Photoshop), and proficient in Google Workspace and MS Office.
- Exceptional interpersonal skills and ability to build effective working relationships with internal and external stakeholders.
- Excellent written and verbal communication skills are required to assist with content and promotional materials.
- Ability to work proactively and manage shifting priorities and projects with strong organizational, planning, problem solving, strong interpersonal and communication skills.
- Attention to detail to ensure all media and communication initiatives reflect the proper branding and positioning of the DMZ and Ryerson University.
- Ability to brainstorm, quickly troubleshoot problems and think creatively.
- An ability to work independently and as an effective team member and flexibility are required to effectively multi-task and prioritize to ensure completion of assigned work under multiple and strict deadlines.
- Demonstrated commitment to client service, specifically students, staff, faculty and external contacts.
- Knowledge of the startup ecosystem and experience working in tech are assets.

Additional Information

Position Number(s) 20003811

Reports To Manager, Marketing and Communications

Vacancy Type TERM

Employee Group OPSEU

Work Location HYBRID

Start Date ASAP

End Date 1 year from start date

Hours of Work 36.25

Grade and Step 12

Salary Scale \$75,992.38 to 83,038.94

HR Advisor Pooja Minutaglio

Application Start Date February 28, 2023

Application Close Date Until Filled

Additional Notes:

- Qualified OPSEU candidates will be considered before members of other employee groups.
- An equivalent combination of education and experience may be considered.
- Applicants who do not meet all of the posted qualifications may, upon the University's sole discretion, be considered to fill a vacancy on an underfill basis.
- Candidates must have a demonstrated record of dependability/reliability and a commitment to maintain confidentiality.
- We encourage all First Nations, Metis and Inuit peoples or Indigenous peoples of North America, to self-identify in their applications.
- 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 career site.
- 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, starting with the recruitment process. If you have restrictions that need to be accommodated to fully participate in any phase of the recruitment process, please reach out to: hr@torontomu.ca. All information received in relation to accommodation will be kept confidential.

For more information, visit Toronto Metropolitan University for Digital Marketing Specialist