



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.Links 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

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Job Board Posting



Careers.Indigenous.Link

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MARKETING SPECIALIST

| | | |
|--------------------|---|---------------------|
| Job ID | 55202-1341 | |
| Web Address | https://careers.indigenous.link/viewjob?jobname=55202-1341 | |
| Company | McMaster University | |
| Location | Hamilton, ON | |
| Date Posted | From: 2023-05-19 | To: 2050-01-01 |
| Job | Type: Full-time | Category: Education |

Description

Job Summary Support the planning and execution of marketing strategies for the department. Responsible for working on activities that include, but are not limited to, developing content, deploying emails and social media messages, search engine optimization and marketing, updating websites and landing pages, managing social media communities, assisting with internal and community and events, and measuring program performance through data analytics.

Representative Duties & Responsibilities

- Support the development of campaigns and program marketing plans with clearly defined goals, objectives, target audience, marketing mediums, and performance metrics.
- Consult with key stakeholders and program managers to develop and implement comprehensive program marketing plans that align with department plans.
- Plan and coordinate execution of campaigns by determining the creative direction for all advertising and communications while ensuring compliance with University brand standards.
- Liaise with internal and external partners to create digital and print marketing materials, including but not limited to, banner ads, pay-per-click, and email campaigns with embedded tracing to enable campaign analysis.
- Coordinate and communicate content requirements and production deadlines to key stakeholders to ensure that deadlines and objectives are met.
- Manage website and ensure website optimization by applying best practices in content development, user experience, website architecture, and search engine marketing.
- Evaluate website usability and relevance and track ongoing maintenance by making necessary additions and changes to website content.
- Develop content for multiple digital and print platforms including articles, ads, emails, social media, and education and business publications to segmented and diverse audiences.
- Develop and track posts and communications across all social media communities.
- Review, analyse, and calculate program return on investment for marketing campaigns and initiatives.
- Develop and deliver presentations for internal and external partners.
- Provide evidence-based recommendations for future strategic approaches, campaign structures, and activities to further business goals.
- Complete research that includes competitive reviews, qualitative consumer focus groups, and industry trend analysis, and campaign testing across multiple market segments.
- Develop qualitative and quantitative surveys and conduct interviews and focus groups with students, professionals, employers and prospective clients to explore the effectiveness of marketing strategies.
- Coordinate and execute joint promotional events, activities, and publicity strategies for internal and external opportunities such as information sessions, speaking engagements and professional conferences.
- Track and analyze the marketing budget to ensure that proper spend, forecasting, reconciling, and allocating of expenditures are aligned.
- Prepare cost-estimates of time and resources required for diverse marketing initiatives and events and ensure they meet expenditure spend requirements.
- Negotiate terms of service with various suppliers, agencies, distributors, and designers.
- Remain current with developments in design and graphics software, social media platforms, and trends in the

marketing field.

- Remain current with Canadian and international government legislation, ethical standards, and policy documents which relate to marketing, data collection, privacy, and accessibility.

Supervision

- Provides functional guidance on an ongoing basis

Qualifications

- 3 year college diploma in marketing or related field of study. Requires 3 years of relevant experience.

For more information, visit McMaster University for **MARKETING SPECIALIST**