

Social Media and Digital Marketing Coordinator

Full-Time, Permanent, 1.0 Full-Time Equivalent (FTE)

As the Social Media and Digital Marketing Coordinator, you play a key supporting role in building and maintaining CMU's brand and online presence. In this position, you are responsible for managing the university's interactions with the public through implementing content and advertising strategies on social media platforms. Key responsibilities include contributing to content creation, analyzing engagement data, identifying trends in audience interactions, and planning digital campaigns to build community online with attention to driving enrolment, engaging alumni, and enhancing fundraising.

KEY AREAS OF RESPONSIBILITY

Planning, Communication, and Content Creation

- Strategize, plan, develop, coordinate, deliver, and evaluate content for social media platforms.
- Manage the university's level social media properties – Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok, and others as required.
- Write, edit, manage, and schedule social media-related content in partnership with the Marketing and Communications department and Admissions department.
- Create visual assets (e.g. photography, video) for social media.
- Develop and manage the university's social media content calendar and work in collaboration with internal and external partners to ensure content reflects and supports key initiatives/campaigns.
- Develop and manage campaigns in collaboration with other stakeholders as required.

Collaboration and Outreach

- Attend key events and generate content (live coverage, photos, videos, etc.) to engage the CMU community (including alumni and prospective students) in meaningful and impactful ways.
- Network with university colleagues involved with social media to share best practices and content, as applicable.
- Support and educate colleagues managing social media accounts, including account management (e.g. creation, access, and termination of accounts).

Social Media Monitoring

- Use technology to monitor online communities, student blogs, and other social media platforms to identify content related to emerging trends in addition to potential reputational risk.
- Proactively engage with and ensure responsiveness on platforms as questions/comments arise.
- Track and measure campaign impacts, present findings and suggest recommendations.

Paid Advertising Support

- Execute, monitor and optimize paid ad campaigns on platforms (Google Ads, Facebook/Instagram Ads, Reddit Ads, TikTok Ads).
- Monitor and report on KPIs for campaigns.

Quality Control

- Ensure excellence and consistency in social media communications.
- Provide data driven reports to demonstrate reach and impact of social media initiatives.
- Remain current on issues, trends, technologies, demands, and approaches in digital marketing to determine and advise on implementing new initiatives as applicable.
- Develop and align social media strategies with university standards and policies.
- Ensure CMU brand standards are maintained, and that messaging and style guidelines are consistent in all social media communications.

WORKING CONDITIONS

The Social Media and Digital Marketing Coordinator operates in a fast-paced and dynamic environment. This role sometimes requires flexibility in working hours, including evenings and weekends, to accommodate events. This position works with standard office equipment and sits for periods of time performing keyboarding activities as is typical of an office-based work environment.

WHAT YOU OFFER

- A commitment to Christian faith, the church, and the mission of CMU.
- Bachelor's degree or equivalent education and experience preferably in communications, marketing, media studies, advertising, business.
- Minimum two (2) years experience working in a Social Media Coordinator position, or similar role.
- Demonstrated knowledge of traditional and digital marketing, content marketing, and social media marketing.
- Proficiency in graphic design tools such as Photoshop, Illustrator, or Canva.
- Sound knowledge and understanding of online communities and social media platforms.
- Experience using web analytics tools (e.g. Google Analytics, Tag Manager, pixels).
- Ability to effectively communicate information and ideas in written and verbal format; build and maintain internal and external relationships.
- A tactical self-starter that can work under minimal supervision and navigate multiple relationships and audiences.
- Familiarity with social media management platforms an asset.
- Strong analytical and problem-solving skills.
- Sound organizational skills and ability to handle multiple tasks and meet deadlines.

WHAT WE OFFER

- Extended Health, Dental, & Vision Benefits
- Employer Matched Defined-Contribution Pension Plan
- Comprehensive Paid Time Off
- Tuition Scholarship Benefit Program for eligible employees and dependents
- Employee and Family Assistance Program

HOW TO APPLY

We want to learn more about you! Please submit your cover letter and resume to hrdirector@cmu.ca. We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Closing Date: Open until filled.

Canadian Mennonite University is committed to employment equity while ensuring our recruitment process is barrier free. Applications are encouraged from members of equity-seeking communities including women, Indigenous people, racialized people, people with disabilities, and people of all sexual orientations and genders.

If accommodations are needed, please send your request to hrdirector@cmu.ca.