

2022/2023 WORK STUDY PROGRAM

JOB POSTING

JOB TITLE: BUSI1 - Digital Marketing Assistant

DEPARTMENT NAME: Gustavson School of Business Executive Programs

CONTACT NAME: Eddie Isted

JOB DESCRIPTION:

The Digital Marketing Assistant will report to, and support, the Gustavson School of Business Executive Programs Account Executive in the marketing, advertising and promotion of open-enrolment and custom executive education programs.

This person will be responsible for contributing to the execution of a coordinated and targeted social media strategy that will align with the following key priorities: drive awareness and engagement of the Executive Programs brand and activities; generate new leads and students for Executive Programs courses, and attract new and relevant followers to our social media channels. The successful candidate will contribute to the audit and review of Executive Programs' existing online presence through its websites and online event listings and online paid advertising through platforms such as Google Adwords, Facebook and LinkedIn. The successful candidate will:

- Gather, curate, and share social media content in a way that will reach the targeted audiences by building on previously successful campaigns and initiatives as well as creating new ones;
- Measure, analyze and report on social media metrics;
- Provide feedback on trends, noted course topics of interest and general brand feedback;
- Assist with promotions; creating and delivering engaging digital marketing material (posters, newsletter excerpts, social media posts) to target audiences;
- Assist the team with idea generation, research, organization, and execution of online promotional campaigns;
- Assist with event administrative needs including data entry, collating information, and signage creation;
- Assist with virtual event execution including: support the set-up and moderation of virtual events, supporting facilitators with event planning and execution, managing registration, and evaluating event effectiveness (i.e. surveys);
- Represent Executive Programs and the Gustavson School of Business in a professional and courteous manner

QUALIFICATIONS:

The successful candidate will have one year of recent digital marketing job experience, knowledge and training in marketing (specifically social media), customer service, or have an equivalent combination of education, training and experience. Related work experience may include: experience in marketing, social media, digital media production, and/or recruitment; creating and scheduling social media posts in line with a social media strategy and content strategy; development of marketing material; tracking/reporting on social media metrics and analytics. Other requirements:

- Excellent verbal, written, and oral communication skills;

APPLICANTS MUST BE ELIGIBLE TO PARTICIPATE IN THE WORK STUDY PROGRAM
For details go to: <http://www.uvic.ca/registrar/safa/work-study/index.php>

- " Demonstrated knowledge of social media marketing platforms with previous experience managing social media accounts (Twitter, YouTube, LinkedIn, Facebook);
- " Experience designing digital marketing images and collateral using platforms such as Adobe Creative Suite and Canva;
- " Experience in original content creation for multiple target audiences across different social media channels;
- " Experience developing strategic approaches to engage key audiences;
- " Capable of using video conferencing and webinar tools, including Zoom and Microsoft Teams;
- " Ability to learn and use technologies and tools quickly;
- Self-directed and able to work with minimal supervision
- " Proactive and self-motivated, ready to find new opportunities without being prompted and can push tasks forward to completion;
- " Ability to react quickly to changing environments, troubleshoot, take initiative, and offer solutions;
- Excellent customer service relations skills;
- " Comfortable working with, and connecting with, a diverse group of stakeholders (team members, potential students and the general public);
- " Strong interpersonal skills, mature, able to represent Executive Programs in a professional manner;
- " Ability to develop a thorough awareness of programs available and be able to effectively articulate their value to key audiences;
- " Ability to foster and maintain positive working relationships with partners that are internal and external to the organization;
- Skilled in appropriately managing commitments and balancing priorities;
- " Ability to process documentation with accuracy and attention to detail;
- " Ability to work both independently and collaboratively in a respectful work environment.

Experience with paid advertising platforms such as Google Adwords and Facebook Ads an asset

JOB LOCATION ON-CAMPUS: Health and Wellness Bldg (HWB 212)

WORK STUDY WAGE: \$16.50/hour (including 4% vacation pay)

DEPARTMENT TOP UP: \$11.50/hour (including 4% vacation pay)

HOURS AVAILABLE: 250

HOW TO APPLY: Cover letter and resume to:

Mr. Eddie Isted, Account Executive
 Gustavson School of Business Executive Programs
 University of Victoria
 PO Box 1700 STN CSC
 Victoria, BC V8W 2Y2
Or
 Via email to: eisted@uvic.ca

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