
SECTION 1 IDENTIFYING INFORMATION

Position Title:
Digital Marketing and Communications Coordinator

Supervisor's Title:
Marketing and Communications Director

SECTION 2 POSITION SUMMARY

Reporting to the Marketing and Communications Director, the Digital Marketing and Communications Coordinator is responsible for all digital marketing along with the coordination and production of communications material supporting the Alzheimer Society's programs, events and campaigns, including print, e-communications, website, social media, audio visual, video production and media materials.

SECTION 3 DUTIES AND RESPONSIBILITIES

1. Website and E-marketing

- Update and maintain Alzheimer Society of Manitoba CMS website.
- Create, update and maintain micro-sites for fundraising and program events.
- Manage e-marketing campaigns for fundraising and program events.
- Analyze website and e-mail statistics to review effectiveness of current strategies and make recommendations for others.

2. Campaigns and Events

- Write, design and oversee production of material supporting annual fundraising and program events including print (e.g. brochures, posters and postcards), audio visual, video production, media relations and social media.

3. Social Media

- Manage and monitor all social media including Facebook, Instagram, X, YouTube, and LinkedIn.
- Track and record social media statistics.
- Oversee and monitor all social media advertising campaigns.
- Research social media growth and/or advances and make recommendations.

4. Digital Marketing

- Build and manage Google Adwords campaigns and grant
- Research keywords and develop keyword strategies to promote content
- Use demographic data to segment audiences for cross media campaigns
- Integrate and combine best practices from content marketing, online lead generation and SEO to provide highly effective and fully integrated inbound campaigns

5. Digital Analytics and Reporting

- Provide SEO, content and website performance reporting on all digital and inbound marketing for clients, and recommend changes based on report data
- Research digital trends, evaluate brand information to recommend for creative communication solutions
- Monitor, track and analyze results using Google Analytics software.

6. Video Production

- Basic knowledge of filming, editing and producing videos
- Familiar with Premiere Pro (or Final Cut) and online video platforms such as YouTube.
- Possess strong storytelling, organization and communication skills.

7. Other

- Other duties as requested by Marketing and Communications Director

SECTION 4 SUPERVISION EXERCISED

The Digital Marketing and Communications Coordinator is responsible for relationships with suppliers related to the production of communications materials in job description, and for ensuring agreements with select media are completed.

SECTION 5 POSITION REQUIREMENTS

- Diploma or degree in communications (related work experience will be considered)
- 1-3 years of experience in a communications role
- Advanced knowledge of Adobe Creative Suite, Microsoft Office, CMS websites and html coding
- Excellent communications skills, including planning, writing, editing and designing a wide variety of print and electronic materials
- Experience in video production, media relations and social media
- Ability to work independently and within a team environment
- Flexible schedule which allows occasional evening and weekend work

HOW TO APPLY:

Interested applicants are encouraged to submit a cover letter and resume, clearly outlining your qualifications to resumes@alzheimer.mb.ca. Deadline for applications is Friday, July 5.

We invite all qualified applicants from a diverse background to apply. There will be reasonable accommodations made for those living with disabilities.

We thank everyone for applying, but only those considered for an interview will be contacted.