



Digital Marketing Officer

One year contract – Full-time \$35,800 per year

You are a team-oriented player with a “can do” attitude and possess exceptional language skills in both French and English. You have a thirst to learn more about digital and social marketing and thrive on a fast-paced and ever-changing environment. You know how to prioritize multiple projects and are very detail oriented. As the “go-to” person in the marketing unit, you can anticipate the needs of the team and fulfill them. Deadlines? No problem!

If you think this is a perfect description of you, picture yourself as the Digital Marketing Officer. This is a central role in the marketing unit, responsible for coordinating social media and social content calendar, supporting content development, coordinating digital analytics and support the marketing and communications team to meet our high standards. You will work with other marketing colleagues and internal team members to plan events, update web content, distribute marketing materials and maintain databases and archival systems.

Required Experience, Knowledge and Qualifications:

- Fluency in French and English
- Demonstrated expertise shooting digital still photography and video footage
- Demonstrated proficiency in clear language copy, editing and proofreading
- Proficient in Windows operating system, MS Office (including Word, Excel, PowerPoint, Outlook)
- Working knowledge of Adobe Photoshop, Adobe Premiere Pro, Adobe Acrobat
- Working knowledge of social media platforms (Facebook, Instagram, TikTok, Twitter, YouTube, etc.) an asset too
- Excellent oral, interpersonal and presentation skills
- Strong knowledge and experience in the areas of communications planning, project management, and quality assurance
- Ability to effectively manage multiple projects/tasks concurrently

Responsibilities:

- Write, proof and edit news items for electronic publications
- Help develop and implement communications strategies and campaigns aimed at boosting the brand, events and media plans
- Help produce marketing collateral for various campaigns such as product sheets, marketing guides, brochures, web pages and advertisements
- Support communications efforts by sourcing and/or providing compelling graphics, still photography and video footage
- Help coordinate, monitor and oversee content calendars and timelines

Apply online at <http://sciencenorth.ca/careers>. An early application represents your best opportunity for consideration. Science North is committed to an inclusive workplace and invites applications from all qualified individuals to join our diverse team. Accommodations are available upon request in all aspects of Science North's selection process. We thank all interested candidates; only those selected for interviews will be contacted.