



Digital Marketing Specialist 4 Year Contract

If you are ready to take the next step toward a high octane Marketing role, consider this: we're hiring a proven marketing specialist ninja who can produce, support and execute the most compelling marketing, digital, media relations and communications campaigns with the same effortless ease as they juggle multiple project demands and deadlines.

This role will help support the Marketing department with a wide variety of duties. The Marketing Specialist, under the supervision of the Senior Marketing Specialist, will be responsible for the organization and execution of marketing, digital, social, media and corporate communication initiatives. This role may require occasionally working on weekends and evenings to oversee events as coordinated by the Marketing department.

Seem like a lot? It is! A career at Science North is a lot of fun and this role has a lot of potential. And we're looking for the right fit.

SPECIFIC RESPONSIBILITIES:

- Creation and implementation of organizational and departmental projects or on-going programs, including coordinating and managing all program assets.
- To work with the Marketing team on sourcing, evaluating and adding to the revenue generating programs of the department.
- Developing exciting corporate communications and public relations programs and campaigns that position Science North as a leading science and visitor attraction in Canada and globally.
- Working with the Senior Marketing Specialist to flush out the execution elements and procedures on new initiatives taken on by the Marketing department
- Work with the Senior Marketing Specialist on sourcing, evaluating and coordinating advertising and media initiatives.
- Coordination of Marketing events and functions from the planning, execution, follow up and evaluation.
- Manage the Marketing calendar of due dates, including print and signage design, website updates, Google analytics and media.
- Writing news releases, articles, collateral, speaking notes, annual reports and other materials to targeted stakeholders and audiences, both online and offline.
- Developing and documenting processes for Marketing functions such as booking and executing demos, invoicing, Competition Analysis and POS.
- Additional duties as assigned by the Senior Marketing Specialist.

KNOWLEDGE AND SKILLS:

- College or University degree in Business Studies, preferably in Marketing, Public relations or Communications
- Experience in social media (Facebook, Twitter, Instagram) is an asset
- Intermediate to Advance skills in Word, Excel and Power Point
- Able to communicate both verbally and in writing
- Able to work efficiently as a part of a team as well as independently
- Attention to detail in all areas of work
- Good organizational, time management, multi-tasking and prioritizing skills

- Strong work ethic and positive team attitude
- Professional demeanor under stressful situations
- Ability to work in a fast-paced environment

Compensation package highlights

This is a full-time 4-year contract position supported by an excellent compensation package:

- Starting salary range \$47,300 – \$53,000 per year
- Annual performance and merit increase consideration
- Group benefit package including medical, dental, vision, travel insurance, following waiting period
- Pension plan following waiting period
- Free or discounted admission to partner attractions outside Sudbury, Science North attractions and program discounts

Apply on line 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.

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