

DIGITAL MARKETING SPECIALIST JOB DESCRIPTION



About The Haven

The Haven offers online and on-campus group programs that help people build richer relationships with themselves and others. For more than 35 years, The Haven has developed innovative approaches to teaching and learning, challenging thousands of people to define and shape their own lives. Our educational centre on Gabriola Island offers a natural environment that supports personal, professional and group exploration and learning. We encourage you to learn more about us on our website (haven.ca) and on social media [@havengabriola](https://twitter.com/havengabriola).

About the Position

This role covers a broad set of responsibilities related to marketing and communications. You are the person with communications and design skills to improve internal alignment and external engagement for not-for-profit centre that is making the world a better place. You are creative, detail-oriented, timeline-driven, and want to contribute to improving engagement, processes, and community in a growing impact organization. You are passionate about what you do and want to apply your skills to a charitable organization that is dedicated to helping people discover their potential and live their best lives.

You have experience in graphic design, copywriting, video editing, and social media management, and a track record of content management and posting accurately and on-time. In addition to standard junior graphic design and content marketing responsibilities, this is a role that has the opportunity to assist in developing new processes, systems, and will expand in scope. There is room for growth, and you'll be working alongside our Communications & Marketing Manager.

This position is a full-time 6-month contract position, with the opportunity to renew or move into a full-time salaried position. You will be working directly with the Communication & Marketing Manager, and senior management, and will have opportunities to collaborate and interact with staff, Faculty, Assistants, participants, and our local community. You will play a key role in expanding The Haven's reach and impact in the world- yay!

Scope of Work

The Digital Marketing Specialist will perform a variety of marketing, graphic design, and communications tasks including managing social media channels, executing strategic and complex content strategies, implementing campaigns, creating content, and managing The Haven's content calendar. This is a role reporting directly to the Communications & Marketing Manager, with reporting and check-ins to senior management.

Specific responsibilities include:

- Create and deliver organic digital marketing campaigns in collaboration with the C&M Manager. This includes writing copy, sourcing images, graphic design, creating and editing short videos, and more, on established platforms: Facebook, Instagram, and MailChimp.
- Manage and provide strategic social media engagement and provide timely support for customers using social media platforms as a communication channel. This includes monitoring and responding to or forwarding responses to MailChimp emails.
- Make recommendations for and lead SM expansion through platforms like LinkedIn, YouTube or others.
- Co-create a digital content strategy and maintain a digital marketing calendar in support of brand engagement, online program marketing, in-person program marketing, campus use and resort booking, fundraising, and more. Collaborate with other departments from pre-campaign ideation to post-campaign reporting.
- Maintain an organized library of digital content. This includes reviewing existing materials and archives to see what can be renewed and "upcycled".
- Measure and report on the performance of all digital marketing campaigns using Google Analytics, Instagram and Facebook business tools, and MailChimp. Present learnings and share key metrics with the C&M Manager. Occasionally present data to a wider internal audience.
- Expand paid advertising presence through strategic use of Facebook Ads. Launch Google Ads. Analyze and adjust strategies accordingly.

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Specific responsibilities include (continued):

- Identify creative opportunities for enhanced social media engagement, audience expansion (both on SM and email list), and increased conversions.
- Identify opportunities for collaboration with existing and new internal and external partners and influencers for takeovers, giveaways, etc.
- Lead on the measurement of all social media KPIs monthly, quarterly and annually to continuously refine the plan in order to deliver and exceed our goals.
- Participate in various administrative tasks as required, including but not limited to website updates, report writing, email, participation in events, etc.
- Additional tasks as assigned by the Communications & Marketing Manager.

Desired Qualifications & Skills

- Minimum 1-3 years of experience in communications, graphic design, or marketing.
- Diploma or undergraduate degree in Communications, Graphic Design, Marketing, or a related field.
- Strong technical proficiency working in both Mac and PC environments, and expert skills using the latest software packages, including Adobe Creative Suite.
- Up-to-date on the latest standards, changes, and trends in copy, SEO, and visual design.
- Demonstrated ability to stay organized and work independently; ability to give and receive valuable design feedback.
- Exceptional communication, customer service, and people skills.
- Attention to detail, good time management, and deadline driven.
- Self-driven and motivated to take initiative, perform analyses, investigate, troubleshoot, solve problems and make improvements; team-player with a positive attitude.
- Excellent verbal and written communication skills; adaptability to a fast-paced environment is key.
- Fluent in Google suite, Excel, Microsoft 365, email etiquette and ability to learn new technical and digital programs quickly.
- Video and photography skill, an asset.
- Personal and/or professional experience with The Haven or other holistic centres is a bonus!

Compensation:

This is a full-time, contract, remote position with preference given to those who are able to occasionally be on site at The Haven's location on Gabriola Island, if/as required. Compensation based on experience, \$36K - \$39K/year for 40 hours of work per week. This contract has the potential to be extended.

How to Apply:

Please submit your resume (2-page max) and cover letter (1-page max), along with at least one sample of relevant work (in one document) online. Let us know how you found out about the position in your cover letter.

Apply here: https://havenalive.formstack.com/forms/haven_job_application

Apply by: The position will remain open, until it is filled.

The Haven is committed to inclusion and diversity within its community and welcomes all applicants including but not limited to: Aboriginal peoples, visible minorities, all religions and ethnicities, persons with disabilities, LGBTQIA2S+ persons, and all others who may contribute to the further diversification of ideas. If you require special accommodations at any stage of the recruitment process, please indicate this in your cover letter.