



Title: Marketing Manager

Reports to: Director of Marketing & Communications

Status: Manager

Department: Marketing & Communications

Pay Range: \$54,164 - \$61,924 annually

Full/Part Time: Full Time

Wage Last Amended: June 2018

Job Description Last Amended: May 2019

SUMMARY

The Marketing Manager is responsible for supervising the Strategist Team, Creative Lead and Seasonal Interns. You aid the team in developing their marketing and communication plans and strategies to achieve internal and external engagement in order to meet our goals. You will also provide service to our internal clients. You are our voice in terms of promotions, orientations and programs. You also work with internal clients to understand their needs and design solutions as needed. Finally, you supervise our social media posting and newsletter content.

JOB DUTIES

Internal Services

- Meet with internal clients to ascertain needs and long-term plans
- Utilize expertise and conduct research to create innovative solutions and strategies to meet client needs, and assist in creating strategic vision
- Coordinate deadlines for all drafts, revisions and final products, and ensure adequate timing for print requirements
- Liaise with the Creative Lead in creating both print and online promotional and advertising material
- Present layout and style possibilities, and select best option for client
- Design marketing campaigns for portfolio clients
- Advise clients on product selection and presentation
- Create and update all necessary documents and lists as needed
- Provide updates to the BCITSA on initiatives and upcoming events

Online Presence

- Oversee social media presence for the BCITSA: contribute to posting and replies on BCITSA accounts, and comment externally
- Oversee posts: write content, assign posts and edit all content
- Collaborate with on all internal website development
- Measure and track analytics on a consistent basis
- Oversee and maintain online content in collaboration with Creative Lead, including promotions, contests and videos
- Develop and maintain current social media and mobile app understanding, and advise on best strategic usage
- Rectify technical issues as needed
- Coordinate online (and paper-based) contests
- Create and promote events through social media in conjunction with other strategists
- Develop strategic plans to increase engagement and followers; execute and evaluate each plan and make recommendations

Communications

- Research and synthesize pertinent information
- Write, edit and finalize content, and attain final approval from the Director of Marketing and Communications prior to sending out documents
- Create and update all calendars in collaboration with respective staff
- Contribute to internal updates to increase awareness of department's work and successes
- Coordinate classroom orientations for new students, and give presentations as needed
- Evaluate classroom orientations and make changes as appropriate to maximize effectiveness and ensure alignment with current departmental strategy
- Summarize projects and workflow management for Director of Marketing and Communications in an ongoing basis

Relationship Building, Networking and Communication

- Manage and cultivate authentic relationships with all staff and key internal and external stakeholders
- Act as a BCITSA representative on various committees related to portfolio
- Attend internal meetings, committees, and both formal & ad hoc functions, as required to increase opportunities for the department and association as a whole

Operational Duties

- Understand and follow all policies and procedures
- Manage overall poster campaign for the Student Association
- Developing marketing and promotional policies and procedures
- Assist in developing and maintaining portfolio reports and manuals, documentation, operational statistics, safety and security
- Conduct marketing and other research as needed
- Assist Event Manager in planning, logistics, execution, and setup and takedown of related events as needed
- Maintain sensitivity to diversity on BCIT campuses when planning and designing promotional material
- Provide leadership to portfolio staff and volunteers with effective communication, clear expectations and fairness; supervise and delegate duties
- Assist the Director of Marketing and Communications with recommending departmental budgetary needs and developing departmental strategy objectives

Human Resources Management

- Provide leadership to staff with effective communication, clear expectations and fairness; supervise staff and delegate duties
- Oversee work relationships with and between staff; address issues in a collaborative manner
- Oversee scheduling of Strategists and Creative Lead to ensure workflow
- Refer disciplinary issues to Director
- Fill in probation forms and report job performance to manager
- Orient new staff and provide ongoing coaching
- Report any accidents to HR and assist as needed
- Collect, verify, authorize and submit time sheets to the HR Portfolio for payroll when Director is absent
- Conduct staff meetings as required

Other Related Duties

- Support Student Executives and other staff members in their respective initiatives
- Assist other staff with duties, especially when busy
- Assist in training staff as needed
- Maintain up-to-date knowledge of best practices and theories in marketing and communications

- Other related duties as required

BCITSA Agent

- Maintain a professional and friendly demeanor when interacting with any internal or external stakeholders
- Understand and promote our mission and values naturally and know our basic history

Supplementary Information

- Attend all staff meetings and training sessions as required
- Requires some evening and weekend shifts
- Must be able to lift and carry up to 11kg (25lbs), bend, crouch, climb, stand and walk for sustained periods

REQUIREMENTS AND ASSETS

Requirements

- Communication skills
- Project management skills
- Problem-solving skill
- Adept multi-task skill
- Creativity
- Superior English writing skills
- Bachelor's degree in a related field (Marketing, Communications, Business etc.)
- Minimum one (1) of experience in a similar role
- Intermediate proficiency using Windows computers
- Intermediate proficiency using MS Office Suite
- Intermediate proficiency using Social Media (especially Facebook, Twitter, YouTube & Instagram)

Assets

- Experience using Hootsuite
- Foodsafe Certification
- BC Class 5 driver's license
- Experience managing an organization's online presence