



Digital Marketing Specialist

Department: Communications

Posting Date: Until filled

Term: Fixed-term contract until March 31, 2025

Hiring Range: \$65,000 - \$75,000 annual salary

Benefits: Extensive benefit package inclusive of health, dental, RRSP matching, and paid personal days. Hybrid working options available for team members to work up to 2 days per week from home.

Background

The [Schlegel-UW Research Institute for Aging \(RIA\)](#) is a charitable non-profit organization that partners with the University of Waterloo, Conestoga College, and Schlegel Villages to enhance care and quality of life for older adults. Through engagement with key partners and collaborators, RIA supports practice-relevant research and knowledge mobilization. Research evidence is used to inform programs, education and training, and influence practice and policy.

Primary Purpose

The Digital Marketing Specialist works within the communications department and is responsible for the management and growth of RIA's digital channels, including its website, social media, and newsletters. This role will provide digital marketing expertise to effectively create, manage and evaluate all digital communications within timelines and work closely with team members.

This role will support RIA's vision, mission, and values as well as have an interest and passion for enhancing quality of life and care for older adults and team members working in senior living.

Key Accountabilities:

- 1. Media strategy management:** Develop and manage digital content strategy with team members and key partners to grow RIA audience size and engagement. Responsible for conducting research and making recommendations that leverage digital channels to optimize marketing and communication strategies. Effectively apply knowledge of current trends and best practices for digital marketing, including social media and audience recruitment, and share those with the team.

2. **Digital platform management:** Oversee and implement digital communications including social media, web and digital content, and ensure that all communication timelines and objectives are achieved. Document and maintain files to maximize information sharing, facilitate team communication and track the progress of activities and digital communications across the organization.
3. **Evaluation Management:** Give leadership to the development and implementation of evaluation strategies to measure the effectiveness of digital communications to show growth. Create and generate summary and analysis reports inclusive of key performance indicators, ROI analysis and relevant success metrics. Make informed recommendations to improve the effectiveness of digital and marketing communications.
4. **Collaboration and Engagement:** Work as a collaborative team member and pro-actively and regularly communicate with the RIA communications team, project teams, researchers, and other collaborators on communications plans including coordinating brand awareness and implementation, including obstacles and challenges as they arise, and contribute to project goals and problem solving.
5. **Other:** Take on a variety of RIA projects and activities, as they arise.

Position Requirements

Education:

College diploma or University degree in Marketing, Communications, Media Studies, Media Information & Technology, Journalism, or another relevant field.

Skills and Experience:

- A minimum of 5 years of experience in managing digital marketing channels, including planning and developing digital content for websites, social media, and email marketing.
- A minimum of 5 years of experience using social and digital marketing platforms and tools (i.e., Facebook, LinkedIn, Twitter, Youtube, WordPress, Adobe Creative Cloud, Constant Contact, etc.).
- Experience engaging with a variety of different partners including researchers, clinicians and people with lived experience, specifically older adults and their care partners and knowledge of the healthcare industry.
- Experience with report writing and communicating and presenting digital communication findings.
- Experience and fluency using Microsoft and Google Workspace products.
- Familiarity with research and/or academic settings as well as knowledge mobilization/translation.
- Graphic design experience (Adobe Creative Suite, InDesign, Photoshop, Illustrator) an asset.
- Fluent in English. Fluency in French is an asset but not required.
- Ability to lift up to 10lbs to support collateral management and events.
- Ability to work in a collaborative team environment.

- Ability to apply strong organizational skills to their work.
- Self-starter with a proactive attitude who can anticipate needs.
- Ability to adapt to change and manage multiple competing priorities to meet deadlines.
- Must have a valid driver's license and be available for occasional travel for events, including conferences and meetings.
- Eligible to obtain a police background/criminal record check.

Scope of Work:

- **Interpersonal Skills:** Communicates effectively with internal team members and external partners; professionally represents the RIA in all communications and at events.
- **Level of Responsibility:** Responsible for ensuring the effective and efficient implementation of a variety of projects in alignment with the goals and objectives of the department.
- **Decision-Making Authority:** Accountable to make decisions for the day-to-day operations of projects with support from the supervisor.
- **Physical and Sensory Demands:** Minimal demands, typical of a position operating within an office environment; periods of extensive sitting at a desk and in meetings and concentrated use of visual senses; substantial repetitive keyboard/mouse movement; high sensory demands because of required concentration and attentiveness to detail and regular distractions and interruptions.
- **Working Environment:** Much of the time is spent sitting in a comfortable position with frequent opportunities to move about. Office is located in a comfortable indoor area and options for hybrid work are available for this position. The work is varied and assignments may change frequently. Work will involve regular interaction with RIA team members and external partners and collaborators. There are deadline pressures, while at the same time there is a demand for thoroughness and accuracy. Occasional travel is required.

Vaccination Statement

All researchers, employees and students of the RIA who will work with long-term care homes, colleges, universities and other partners are required to comply with the vaccination policies of those external organizations to complete their work. Of note, vaccination policies are subject to change. The requirement to comply with those evolving policies does not change.

Equity Statement

The RIA is committed to equity, diversity and inclusion within its community and organization. We strongly welcome and encourage applications from Indigenous Peoples, racialized groups, women, 2SLGBTQI+ people, persons with disabilities and people from other equity-deserving groups.

The RIA is pleased to accommodate individual needs in accordance with the Accessibility of Ontarians with Disabilities Act, 2005 (AODA) within our recruitment process. If you require accommodation at any time throughout the recruitment process, please let us know.

How to Apply

RIA invites applications (cover letter and resume) to be submitted by email to applications@the-ria.ca. Please include the job title in the subject line of the email.