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POSTING NO.: ESSF 1739 AFFILIATION: CSU52

The Edmonton Space & Science Foundation Digital Marketing Specialist Full Time

Join TELUS World of Science – Edmonton (TWOSE) as we embark on our 40^{th} trip around the sun! Situated in the heart of amiskwacîwâskahikan $\sqrt[4]{r^6} + \sqrt[4]{r^6} + \sqrt[4]$

We take pride in building a culture that is diverse, equitable, and inclusive. Science is for everyone, and the Science Centre team is as diverse as our guests. We encourage Black, Indigenous, and racialized peoples, persons living with disability and neurodiversity, women, sexual and gender minorities, and members of all minority groups to apply.

Be part of an organization that values diverse perspectives, identities, abilities, and expressions. From cosmic discoveries through telescopes to 'Aha!' moments under microscopes, join the Science Centre as we celebrate the endless possibilities of science for the next 40 years!

POSITION SUMMARY:

Under the direct supervision of the Senior Manager, Marketing and Communications, this position is a key member of the Marketing team. The Digital Marketing Specialist is responsible for driving social networking and website strategies, creating an engaged community and developing online brand awareness of the organization. The incumbent works closely with all departments to ensure tight integration of all social media programs and initiatives.

The Digital Marketing Specialist is responsible for all digital communication activities such as website, social media, e-mail marketing, digital advertising online and in-house, etc. They will be responsible for maximizing awareness, driving online traffic/sales and on-site attendance. This includes the managing of the internal process required to maintain dynamic and current online content.

As a representative of the organization within the online community, the incumbent will provide communication with key audiences to drive attendance, enhance relationships and position TELUS World of Science – Edmonton positively.



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DUTIES AND RESPONSIBILITIES:

- Responsible to help drive social networking and website strategies for the organization.
- Research, plan, develop, implement, coordinate, maintain and analyze current and emerging digital communication activities designed to maximize awareness, drive online traffic/sales and onsite attendance.
- Develop and/or support the production of video, graphic design and audio elements for utilization in digital, online, web and social media marketing and communication technologies.
- Knowledge of using standard SEO tools, such as Google Adwords, Google Analytics, Google Webmaster Tools, SEOmoz, Raven, etc.
- Experience planning long-term Digital Marketing strategy for websites, including link attraction, content marketing campaigns and ongoing content development plans.
- Considerable experience in online marketing, tracking and planning including website optimization, pay-per-click and banner advertising, mobile web, social media and website management is required.
- Experience with digital analytics platforms such as Google Analytics, including implementation of event tracking, goals, and filters, is required. Google certification would be considered an asset.
- Strong technical SEO knowledge and analyzing/interpreting keyword and analytics data.
 Candidates must feel comfortable spearheading content recommendations that not only appeals to readers, but also meets SEO objectives.
- Monitor emerging social media trends, manage and evaluate online brand activity and generate reports/updates for senior management, with recommendations for future enhancements.
- Represent the organization within the online community, provide communication with key audiences to drive attendance, enhance relationships and position TELUS World of Science – Edmonton positively.
- Experience in website development.
- Audit website content for reliability, accuracy, and usability. Update website content and metadata daily to ensure relevancy and accuracy.
- Increase display ad click-through rates by creating relevant concepts and writing engaging content that leverages cutting-edge rich-media technology.
- Increase conversion rates by writing compelling web and landing page copy that highlights the value propositions and directs the user to the appropriate call-to-action.
- Increase email open rates and click-through rates by creating and developing relevant email campaign copy.
- Other duties as required.



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QUALIFICATIONS:

Knowledge and Abilities:

- Strong communication and creative writing skills.
- Strong project management and multi-tasking skills.
- Good knowledge of public relations, marketing and sales techniques.
- Good knowledge of advertising, news media, graphic design and printing principles and procedures.
- Proven online written and verbal communication ability.
- Good administrative skills.

Education and Experience:

- University degree or diploma in marketing, public relations or related field with 3 (three) years experience in a similar position and/or equivalent combination of education and experience.
- Solid knowledge of Photoshop, Final Cut Pro, Premiere Pro, Audacity or other media editing software
- Experience with website design, content management systems and technologies, protocols and development tools.
- Experience with social media platforms.
- Experience with Desktop publishing tools and video editing software.
- Additional qualification in web design or animation is a plus

Note: A clean Police Information Check including the vulnerable sector is a condition of employment for successful candidates. The check must be completed prior to commencement of work and is the financial responsibility of the candidate.

Wages: FT 182 – \$64,896.00 – \$81,003.000 annually based on 2023-2024 Collective Agreement

Hours of Work: 75 hours biweekly. Scheduling will primarily be weekday-focused, however the successful candidate will be required to have flexibility to accommodate evening training sessions and special events

Opening Date: September 16, 2024 **Closing Date:** September 23,2024

How to Apply: hr@twose.ca



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Please include cover letter and resume in one document. We thank all applicants and advise that only those selected for an interview will be contacted.