

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.

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



✉ WWW.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.

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