

Position: Marketing Manager

Location: Rideau Sports Centre, 1 Donald St, Ottawa, ON K1K 4E6

Salary: Based on experience and education

Category: Full Time Employment

How To Apply: Send your resume cover to hire@rideausportscentre.com

Job Summary

The Marketing Manager will be responsible for all thing marketing end-to-end, you will be responsible for strategy through to execution.

We're looking for a hybrid social media manager + content producer + graphic designer to create and support activities aimed at engaging and expanding our client base. This individual will collaborate daily with teams across RSC to develop best-in-class content across our website, social media platforms and weekly newsletters

The ideal candidate will be internet culture obsessed; the type of person who loves and interacts with internet culture daily and possesses a deep understanding of how people digest and engage with social content. They should also be a talented and witty social copywriter, have experience with social community management and stay up-to-date on emerging platforms, industry trends, and best practices. They must also have experience in communications management and liaising with cross-team stakeholders to manage a publishing calendar.

The ideal candidate will also have a passion for sport, community and connection.

Key Duties

- Work cross-functionally across all areas of the organization to deliver high-quality, high-impact marketing support. Manage these relationships to ensure on-time and on-budget execution.
- Help design and implement marketing and advertising campaigns by assembling and analyzing data, preparing marketing and advertising strategies, plans, and objectives.
- Manage our web presence including managing our website through WordPress and ensuring content is up to date. Some basic HTML & CSS we'll be required and training will be provided.
- Manage our mobile app to ensure all content is current and correct.
- Manage our social media and external communications by creating and scheduling social media content, drafting and distributing press releases, creating newsletters, email campaigns, etc.
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor and manage SEO and web traffic metrics
- Lead internal and external communications including internal updates, email marketing campaigns, monthly newsletters, etc. using tools such as Mailchimp and Salesforce.
- Coordinate with the Director of Marketing to plan and execute all Website, SEO, Email marketing, SMS marketing, influencer marketing, Google & Facebook advertising campaigns, etc
- Other tasks as required

Experience & Education

- Experience developing social media strategies and growing loyal audiences; you've grown Instagram accounts and can explain how you did it
- Experience working with stakeholders from other teams to implement Social or Marketing frameworks or processes
- Proven ability optimizing content for social media algorithms and analyzing analytics
- Ability to write and refine engaging social media copy
- Obsessed with social; you live on social platforms and enjoy staying up-to-date on breaking trends, memes, and viral content
- Strong visual eye with regard to the creation of graphics, selection of images, and creation of video for social publishing
- Experience in hybrid social media management / content creation roles
- Proficient understanding of social media platforms (FaceBook, Instagram, TikTok, YouTube)
- Obsessed with social, you live on social platforms and are constantly aware of breaking trends, memes, and viral content
- Demonstrated experience in developing social media content from start to finish (high level concepts to publication)
- Strong visual eye with regard to the creation of graphics, selection of images, for social publishing
- Ability to write engaging social media copy
- Exceptional attention to detail, project management, and organizational skills
- Experience managing a publishing calendar with multiple stakeholders
- Self-starter with ability to meet deadlines in a fast-paced, dynamic environment
- Post secondary education with an emphasis in Marketing, Advertising or Graphic Design
- Fluency in English and French preferred

Knowledge

- Strong digital marketing skills with the ability to strategically leverage paid and owned media channels for the optimal results
- Strong content marketing skills from conceptualization to editing, publishing, optimizing for SEO
- Experience using marketing platforms for CRM (eg. Salesforce, Hubspot), analytics (Google Analytics/FB Insights), content management systems, and social media tools
- Displays in-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Twitter, Yelp, Google+, YouTube, Instagram, Pinterest etc.) and how each platform can be deployed in different scenarios
- Solid all-round communications experience including media relations, website content management, digital marketing and social media
- Graphic design skills, including proficiency with Adobe Suite, Canva, WordPress and other tools used to design and create compelling social and communications content and assets
- Copywriting and proofreading experience in establishing the case for support and framing strong, compelling copy in press materials, newsletters, websites, blogs and social media