

Because Baycrest is a workplace of choice.



The Foundation at Baycrest has an opportunity for a **DIGITAL MARKETING COORDINATOR, FULL TIME**

Through its various activities the Baycrest Marketing & Communications department provides support to all areas of the organization. The team is responsible for communicating Baycrest's key messages regarding care, education, and research activities to internal and external stakeholders with the objective of inspiring action for fundraising purposes.

Responsibilities include but are not limited to:

- Acts as a point of contact between our internal clients and the digital marketing team, working alongside the managers and specialists.
- Maintains and updates content on all websites
- Maintains platforms and software programs used for digital marketing campaigns, and troubleshoot as necessary
- Performs day-to-day email marketing activities including email campaign set-up, scheduling, testing and distribution of campaigns
- Assists with website compatibility tests on various browsers and mobile devices
- Troubleshoots or escalates issues related to websites, email marketing and digital campaigns.
- Coordinates the collection and delivery of creative assets
- Reviews client documents to ensure all key information is correct prior to submitting to production (i.e. image sizes, correct links, character counts, content)
- Participates in campaign performance monitoring and optimization and support campaign deployment from inception to maintenance
- Assists with pulling and analyzing data from Google Analytics and other Webmaster tools related to analyzing digital marketing channels
- Updates team members and leaders on status and progress of projects and work collaboratively with stakeholders to meet deadlines with deliverables
- Completes specific digital marketing projects when requested

Qualifications include but are not limited to:

- Diploma or degree in Digital Marketing, or related field
- Minimum one year of digital marketing experience.
- Experience working in a WordPress or similar CMS environment is critical.
- Experience executing email marketing campaigns preferred.
- Understanding of basic digital marketing metrics and analytics – web traffic, email metrics and social media metrics.
- Basic knowledge of **SEO** best practices is required.
- Basic knowledge of **PPC** best practices is an asset.
- Basic knowledge of HTML and CSS experience is an asset
- Excellent organizational and time management skills
- Previous experience in a fundraising and/or healthcare environment is preferred.
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- Exceptional communication (written and verbal), interpersonal skills are a must
- Expertise in MS Office including Word, Excel, and Outlook essential.
- Working knowledge/familiarity with the Adobe Suite (Photoshop, Illustrator, Dreamweaver etc.).
- Experience using MailChimp or similar email marketing platform is an asset.
- Working knowledge of web developer tools (e.g. browser inspector element).
- Working knowledge of Google Analytics

It is preferred for applicants to apply online. Please ensure that your updated resume is submitted with your application. Failure to submit your resume, may affect your candidacy for this position. Alternatively, you may also apply in person by submitting your application and resume to Human Resources.

Internal Expiry Date: June 6, 2017

Posting # 17-0178

Position # xxxxxx

Baycrest Please visit www.baycrest.org to apply online



Thank you for your interest in joining Baycrest. Only those applicants selected for an interview will be contacted. All successful candidates will be required to complete a police reference check/vulnerable sector screen. As staff we all share in maintaining a safe care environment for clients, families, and visitors and a safe work environment for staff, students, researchers, physicians and volunteers. Baycrest is committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act ('AODA'). If you require accommodation for disability during any stage of the recruitment process, please notify Human Resources at (416) 785-2500, ext. 2961.