



JOB DESCRIPTION

OAS Coordinator – Marketing and Communications

This is the ideal role for a recent college or university graduate of a marketing/communications related post-secondary program with a desire to build hands-on marketing and communication skills and gain a broad range of marketing and communication experience.

You're not new to social media and you're not merely a user of it. You study it, you delve into each platform, and you understand how it can be used to help non-profits grow. You understand that social media can be a powerful tool to drive an audience to a website. Once on the website, you have created a user experience that keeps them there and helps them find what they need.

If this describes you and you're organized, detail oriented, hungry to learn, love to work with others and you truly enjoy figuring things out and solving problems, then this job could be for you.



JOB DESCRIPTION

Job Title:	OAS Coordinator – Marketing and Communications
Term:	Part –Time (21 Hours/Week)
Reports To:	Executive Director
Direct Reports:	N/A
Current version:	July 2019

Job Summary:

Ontario Artistic Swimming’s Coordinator, Marketing and Communications will be responsible for marketing programs and activities related to increasing OAS’s visibility and managing the brand image and the design of marketing materials. Excellent professional skills are vital for this role as duties will be diverse and multi-faceted. Duties will include, but are not limited to, all social media platforms, website updates and analytics, producing promotional materials and interacting with internal/external stakeholders and media to deliver a strong, positive image to the public. Additional duties include assisting with marketing campaigns, meetings and company events. The successful candidate requires strong, demonstrated written and oral communication skills, attention to detail and accuracy, and multitasking in a dynamic environment. The candidate must also have the ability to work collaboratively and cooperatively with staff and volunteers and the flexibility to work irregular hours and weekends as needed during time sensitive periods. Access to a vehicle for travel to various events is required.

Major Portfolios: Social Media; Website content maintenance and creation; Search Engine Marketing (SEM); Key Performance Indicator (KPI) reporting; Search Engine Optimization (SEO)

Job Responsibilities include, but are not limited to:

<p>Social Media:</p> <ul style="list-style-type: none"> • Overseeing OAS’ social media presence and communities on current, and emerging, platforms • Engaging and building audiences on those platforms • Measuring and advising on social media analytics • Providing input to an OAS strategy and calendar for posting content throughout the year • Sourcing and developing content to populate the calendar • Staying on top of news and developments in social media • Exploring emerging networks and develop new ways to reach our community
<p>Website:</p> <ul style="list-style-type: none"> • Evaluating the user experience and search capabilities of the OAS website • Connecting with vendors to manage technical changes to the website • Reviewing user types and patterns and updating content based on A/B testing • Developing content to keep the website timely • Managing web analytics and SEO
<p>Search Engine Marketing (SEM):</p> <ul style="list-style-type: none"> • Manage Tech Soup Canada offers and promotions including Google Tech Soup grant • Develop, monitor, measure, test, ad campaigns to generate awareness of artistic swimming and build the brand of OAS • Create and maintain landing pages to support targeted Pay Per Click (PPC) campaigns
<p>Key Performance Indicators (KPI) Reporting:</p> <ul style="list-style-type: none"> • Provide regular reports to the OAS Marketing Committee on the following four categories of marketing KPI’s: • website & traffic metrics (returning vs. new, avg time on page, pgs per visit, etc)



JOB DESCRIPTION

Search Engine Optimization (SEO)

- SEO optimization (inbound links to site, leads from organic search, SERP top 10, etc.)
- SEM advertising (ie: CPC, CPA, CTR, etc.)
- social media tracking (managed audience size, engagement rate, mentions, etc)
- Other duties as assigned by the Executive Director

Qualifications:

- Graduate of a marketing/communications related post-secondary program
- Hand-on experience using social media for business purposes
- Exceptional spelling, grammar, and short-form writing skills
- Collaborative team player who is very organized and detail oriented
- Must be able to think strategically and work effectively within a small team
- A proven interest in staying up to date with the most recent developments in social media, best practices, and measurement tools
- An understanding of how content can be distributed and leveraged online to generate web traffic and leads
- An understanding of how social media platforms can be used for advertising
- Web and social media management and analytics tools (ie. Hootsuite, Google Analytics, Wordpress, CrazyEgg, etc.)
- Microsoft Office (Word, Excel, PowerPoint)

Assets:

- Graphic design software (ie Photoshop, Illustrator, InDesign, Premiere, Final Cut, etc.)
- Background, passion for and/or experience in sport/artistic swimming
- Project management experience