

## Job Description

<b>Job Title:</b>	
<b>Job Category:</b>	Professional
<b>Reports to:</b>	Manager, Integrated Marketing and Communications Operations

## SUMMARY

As part of the Enterprise and Digital Marketing team within HEC's Communications and Marketing department, the Marketing & Communications Operations Specialist plays a key role in enhancing awareness and engagement across digital and in-person touchpoints. This position supports the planning and execution of digital marketing initiatives, corporate event sponsorships, and related outputs to advance organizational and program-level objectives.

The Specialist may be assigned primary or shared responsibility for managing specific digital channels, including social media, digital advertising, and email marketing, and contributes to both strategic planning and hands-on implementation.

Key competencies for this role include digital communications and marketing strategy, content creation and editing, platform management, performance analytics, event marketing, and collaboration with internal and external partners.

## DUTIES & RESPONSIBILITIES

- Support and implement digital marketing and communications strategies that advance organizational goals
- Create and publish high-quality digital content including social media posts, web pages, email campaigns, blogs, and knowledge products
- Contribute to the management of HEC's website, including content planning, posting, and SEO
- Oversee digital advertising strategy and execution in collaboration with external vendors
- Track, analyze, and report on digital performance metrics, identifying opportunities for optimization
- Support audience segmentation and targeting to reach priority groups
- Plan and coordinate logistics and promotion for corporate event sponsorships
- Provide communications support to organizational initiatives as needed
- Support the Design Lead with project coordination, including tracking deliverables and approvals
- Assist with social media scheduling, monitoring, and content calendar maintenance

- Maintain and align the email marketing calendar with key program and campaign milestones
- Coordinate logistics for in-person events, such as booths and printed materials
- Monitor the communications inbox and liaise with internal teams to respond to external inquiries
- Support consistency and quality in communications by helping maintain the Style Guide and related writing resources
- Collaborate with vendors and agencies, including contract coordination and invoicing
- Provide guidance to internal teams and partners on digital marketing strategies
- Ensure all work aligns with brand standards and meets accessibility (AODA) requirements
- Support budget planning, tracking and quarterly forecasting
- Provide occasional back-up support to other communications team members
- Perform other duties as assigned

## EDUCATION & EXPERIENCE

- Degree or diploma in communications, marketing, or a related field, or equivalent experience is required
- Minimum of three (3) years of progressive experience in a similar role
- Demonstrated success managing digital marketing efforts with measurable outcomes
- Strong knowledge of social media, web, and email platforms, including analytics tools
- Proven experience in content development, copywriting, and editing
- Proficiency with Microsoft Office and virtual collaboration tools
- Bilingualism in French and English is strongly preferred (English: Advanced “C”; French: Intermediate “B”)
- Familiarity with Adobe Creative Suite, including InDesign, Photoshop, and Illustrator, is an asset

## SKILLS & COMPETENCIES

- Strong project management skills, with the ability to work independently and collaboratively
- Ability to design creative, data-informed strategies to engage target audiences
- Excellent communication skills, both written and verbal
- Strong interpersonal, problem-solving, and analytical skills
- Detail-oriented, highly organized, and adept at time management
- Demonstrates professionalism, tact, diplomacy, and discretion
- Comfortable working in a dynamic and fast-paced team environment

## CONTACTS

Internal: Collaborates across departments and with staff at all levels.

External: Builds effective relationships with vendors, suppliers, patient partners, care providers, and communications teams from partner organizations.

## EFFORT & WORKING CONDITIONS

Effort: Frequently manages multiple priorities, often under tight deadlines.

Working conditions: Occasional overnight travel may be required. May need to work evenings or weekends during peak periods. Regular interruptions should be expected.