

Job Description

Job Title:	Enterprise and Digital Marketing Lead
Job Category:	Professional
Reports to:	Manager, Enterprise and Digital Marketing

SUMMARY

As a member of the Enterprise and Digital Marketing team (within HEC’s Communications and Marketing department), the Enterprise and Digital Marketing Lead is responsible for helping build awareness of and engagement with HEC across both digital and in-person touchpoints. This role supports the planning, execution, and promotion of HEC’s corporate events, while also collaborating with others on the team to develop and implement digital communications and marketing approaches that help achieve corporate and program-level objectives.

Those who hold this role may be assigned sole or shared responsibility over day-to-day management of specific digital channels and related outputs, including social media, digital advertising and/or email, alongside supporting the planning and execution of HEC’s corporate event sponsorship strategy, managing logistics and promotional activities.

Proficiencies related to this role include digital marketing and communications expertise and best practices, content creation including writing and editing for the web, strategy development, platform management and analytics, and event marketing to ensure the successful execution of both digital campaigns and in-person events.

DUTIES & RESPONSIBILITIES

- Support the development and implementation of digital marketing and communications strategies that support organizational objectives.
- Manage HEC’s social media and email presence and platforms in line with best practices, regulatory requirements, and HEC brand guidelines.
- Produce high-quality digital content, including social media posts, web pages, email newsletters and blasts, blogs, knowledge products, etc.
- Contribute to the management of HEC’s website through content planning and posting
- Collaborate with others to develop and deliver an SEO strategy.
- Oversee HEC’s digital advertising strategy and its delivery by external vendor(s).
- Measure and report on performance of all digital communications and marketing efforts, identifying areas for improvement and growth.

- Contribute to audience segmentation and targeting strategies to ensure HEC is reaching priority audiences.
- Organize and attend marketing activities and events to raise brand awareness.
- Provide communications support to HEC's initiatives based on need, as assigned.
- Support the planning and execution of HEC's corporate event sponsorship strategy, managing logistics and promotional activities.
- Help maintain the organization's Style Guide and other writing resources, providing guidance and support to staff to ensure consistent, high-quality communications.
- Collaborate with agencies and vendors, coordinating contracts and invoicing.
- Provide guidance to staff and external partners on digital marketing strategies.
- Apply brand guidelines and principles of accessibility and AODA compliance to all work.
- Supports budget management, including setting annual budgets and quarterly forecasting.
- Periodically acts as back-up to others on the communications team.
- Other duties as assigned.

EDUCATION & EXPERIENCE

- Bachelor's degree or diploma in communications, marketing, or a related field – or equivalent skills and experience, is required.
- Minimum of three (3) years of progressive experience in a similar function is required.
- Proven experience leading and managing digital marketing efforts towards specific outcomes.
- Solid knowledge of social media, website and/or email backends and analytics tools.
- Copywriting, editing and/or content development experience.
- Advanced computer software skills in Microsoft Office suite and virtual environment.
- Bilingual in French and English is strongly preferred (English Communications at the Advanced "C" level and French Communications at an Intermediate B level).
- Familiarity with Adobe Creative Suite (InDesign, Photoshop, and Illustrator) is an asset.

SKILLS & COMPETENCIES

- Excellent project management skills, including a demonstrated ability to work independently and with others to plan and execute projects within budget.
- Ability to develop creative, data-driven approaches for reaching audiences online.
- Highly developed interpersonal, analytical, and problem-solving skills.
- Positive approach to addressing challenges and opportunities and providing constructive input on shared projects.

- Comfortable collaborating with others as well as working in a self-directed way on multiple initiatives.
- Ability to work well in a dynamic and highly motivated team.

CONTACTS

Internal: Establishes and maintains effective relationships with all employees at all levels.

External: Maintains effective relationships with vendors and suppliers, patient partners and/or those delivering care, and communications leads/teams at other organizations.

EFFORT & WORKING CONDITIONS

Effort: Regularly required to manage several tasks simultaneously over an extended period, and juggle multiple competing priorities with occasional urgent situations.

Working conditions: May be required to engage in local or overnight travel. Is required to occasionally extend hours of work to meet work demands and occasionally expected to work evenings and weekends during peak periods. Frequently interrupted.