
Job Opportunity

Job Title: **Digital Marketing and Communication Specialist**
Organization: Vancouver Ultimate League Society (VUL)
Reports to: Executive Director
Work Type: Permanent Full-time

Duties and Responsibilities

The Digital Marketing and Communication Specialist is responsible for the planning and executing of the annual marketing and communication strategies. The focus of this position is to develop and implement tactics to grow the VUL's digital reach and help achieve overall recruitment and retention goals for the VUL. In addition, this role works closely with the Youth and Adult Program Managers to create a yearly strategic engagement plan, then executes the digital engagement and marketing efforts to promote in a professional and efficient manner.

The Digital Marketing and Communication Specialist uses their creative and writing skills to drive engagement goals, helping to enhance the VUL brand and awareness, and improve engagement with the ultimate community and community at large. The Specialist leverages digital touchpoints and best practices to enhance the user experience on all platforms.

Communications (35%)

- Clarify and champion the VUL's various brands to ensure effective communication & positioning.
- Develop, implement and monitor the annual VUL communications and social media strategy.
- Develop content for the VUL's front-facing applications and initiatives, including advertising, social, web, newsletters and in-person event presence
- Ensures that communications are accurate, clear, and complete; correct in terms of spelling, grammar, punctuation, and editorial style.
- Lead the development of organization-wide social media management standards, including policies and rules of engagement for social media.
- Define key performance indicators and implement measurement, analytics, and reporting methods to gauge success.

Marketing (35%)

- Create and manage the marketing calendar of events and campaigns to drive the VUL's brand awareness and customer acquisition
- Plan and deliver in-person events geared to build brand awareness.
- Lead multi-platform advertising management and optimization: Google Advertisements, Facebook, Instagram, Yahoo, TikTok, Snapchat, etc.
- Track and monitor the performance of all digital platforms and provide detailed analyses on KPIs to improve player acquisition and retention
- Identify opportunities for growth and optimization through continuous testing, competitor research, and measurements against KPIs.

Partnerships & Merchandise (10%)

- Develop and manage mutually beneficial relationships with sponsors and suppliers.
- Manage promotional materials and VULS merchandise.

Human Resources and Operations (20%)

- Responsible for budget oversight in the marketing and communication area.
- In consultation with the Executive Director, lead in delivering annual events such as the Awards Banquet and AGM.
- Supervises part-time contract position during peak periods to assist with social media, merchandise, and events.

QUALIFICATIONS AND EXPERIENCE

- Degree in marketing, business advertising, direct marketing, or related field.
- Minimum 3 years related work experience in social media, digital marketing, and web, including experience in direct marketing, sales, PR, communications, or a combination of work experience.
- Working knowledge of digital production techniques, including online information architecture, digital project management, graphic design, and search engine optimization.
- Working knowledge with online marketing tactics such as SEM, SEO, PPC, display ads, content marketing, and retargeting.
- Experience with MS Office, Google Suite, creative design tools (e.g.: Canva), digital marketing tools (e.g.: SurveyMonkey, MailChimp, Google Ad), Drupal, Square and social media scheduling platforms such as Hootsuite.
- Ability to multi-task, work to deadlines, and make quick, appropriate decisions when challenged.
- Must be a responsible, mature, self-starter and enthusiastic team player who is results-oriented and dedicated to team success.
- Excellent writing and copy-editing skills with a passion for creating engaging marketing content.
- Exceptional organizational abilities and attention to detail. Able to maintain quality control and consistency in the branding of digital campaigns.
- Experience in fostering effective communication within and among internal groups, clients and external stakeholders.
- Recent social media, digital and direct marketing certifications are an asset.
- Knowledge of the sport of Ultimate is preferred but not required.