

MARKETING COORDINATOR

JOB DESCRIPTION

Job Title:	Marketing Coordinator	Department:	Marketing
Reports to (Title):	Manager, Admissions and Recruitment	Date:	2026-01-06

A. Role Summary

The Marketing Coordinator will coordinate and implement broad digital marketing and communications strategies to engage and expand target audiences, attract new students, and to create brand awareness for the Centre for Digital Media (CDM) programs and community. The role provides operational support and execution related to CDM's vision and brand identity and will work collaboratively with staff, faculty, students, industry and external consultants and service providers.

CDM was established through the ground-breaking partnership of four leading academic institutions: The University of British Columbia (UBC), Simon Fraser University (SFU), Emily Carr University of Art + Design (ECU), and the British Columbia Institute of Technology (BCIT).

The Marketing Coordinator will continue that spirit of partnership and connection by operationalizing marketing strategies in order to raise and promote CDM's profile with learners, potential partners, the public and creative digital media industries. The Marketing Coordinator implements a broad range of marketing initiatives, engaging their wide skills set including design, content creation and project management. Working with the admissions and academic teams, the Marketing Coordinator constantly looks for innovative ways to bring the CDM story to the global stage.

Core Competencies

- Project management and on-time delivery
- Creative storytelling and content execution
- Social media and email marketing management
- Strong written and verbal communication
- Agency and vendor coordination
- Attention to detail, accountability, and follow-through

B. Key Functional Responsibilities

1.	Marketing Operations, Campaign Coordination & Partner Support <ul style="list-style-type: none"> • Coordinate multi-stage marketing workflows (such as paid ads, landing pages, email automations, and forms) in collaboration with Admissions, Programs, and external agencies. • Project manage marketing activities across CDM programs (e.g., MDM, micro-credentials, scholarships, webinars) in alignment with established priorities and timelines. • Maintain marketing, content, and campaign calendars to support timely delivery across overlapping initiatives. • Coordinate departments to support campaigns and event related marketing needs. • Oversee day-to-day coordination with the advertising agency.
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2.	<p>Digital Channels + Content Execution</p> <ul style="list-style-type: none"> Oversee the execution of marketing content and storytelling across channels, ensuring brand consistency. Support the execution across key digital channels, including social media, email, website, and paid campaigns ensuring consistency and accuracy. Prepare and schedule email campaigns, including confirmations, reminders, and follow-up communications, using established templates and workflows. Support social media planning, publishing, and ongoing channel maintenance. Coordinate basic website content updates (such as copy, links, CTAs, landing pages) in collaboration with internal teams or external web support. Oversee marketing interns and coordinate day-to-day tasks, as applicable. Coordinate and liaise with contractors for the development of contracted marketing services.
3.	<p>Reporting, Documentation + Operational Support</p> <ul style="list-style-type: none"> Compile and share regular marketing activity summaries and performance snapshots using existing analytics tools and reports. Maintain shared marketing documentation, tools, access lists, and reference materials to support continuity and team collaboration.
<p>The above are representative examples of duties and not exhaustive. Related activities can be assigned to the incumbent.</p>	

C. Education, Experience, and Skills			
1. Education			
	Required	Preferred	Areas of study preferred
Grade 12 or equivalent			
Diploma	x		
University Degree		x	Undergraduate degree from relevant field of practice
Other licenses, certifications, designations		x	Certifications / Education in SEM/SEO, digital and social marketing.
2. Experience			
3+ years	<ul style="list-style-type: none"> Post-secondary in marketing, journalism/social media, digital media or related field. Minimum of 3 years' experience in digital marketing or content creation role including 2 years of hands-on experience working with digital communications, marketing and/or social media. Demonstrated experience managing a content calendar, project timelines, and working with external suppliers and contractors. Experience providing onsite events support an asset. 		
3. Skills			
<ul style="list-style-type: none"> Excellent written and verbal communication skills, with the ability to communicate clearly and professionally with internal and external stakeholders. Strong analytical and organizational skills, with the ability to manage multiple priorities, maintain accuracy, and deliver work on time. 			

- Proactive and ideas-driven, with the confidence to bring forward recommendations and improvements while operating within established strategy and priorities.
- Creative storytelling and content execution skills, with experience developing content across digital channels.
- Strong project management skills, with proven ability to plan, coordinate, and deliver marketing initiatives on schedule.
- High level of working knowledge of digital marketing channels, including social media, email, website, and paid campaigns.
- Proven experience managing email marketing platforms, such as Campaign Monitor, including campaigns, contact lists, and reporting.
- Strong working knowledge of analytics platforms, including Google Analytics and Google Search Console.
- Strong working knowledge of digital advertising platforms, including Google Ads and paid social platforms such as Meta/Facebook Ads.
- Working knowledge of Adobe Creative Suite and digital media practices considered an asset.
- Working knowledge of website content management systems, preferably Drupal.
- Strong collaboration skills, with experience working across departments and with external partners.
- Service-oriented, detail-focused, and accountable, with a strong sense of ownership and follow-through.
- Demonstrated commitment to equity, diversity, and inclusion.
- Ability to work effectively both independently and as part of a team.

D. Management Scope and Budget
1. Management Scope

<input checked="" type="checkbox"/>	Individual Contributor
	Leads/Supervises – provides daily work direction
	Manages staff
	Manages staff including other managers
2. Budget	
	Has budget responsibility
<input checked="" type="checkbox"/>	Has no budget responsibility

E. Working Conditions
1. Hours of work

<input checked="" type="checkbox"/>	Full-time
	Part-time, indicate number of hours per week:
<input checked="" type="checkbox"/>	Flexible hours required for events

2. Environment

<input checked="" type="checkbox"/>	Office (minimum 2 days in office per week and attendance required for key events)
	Offsite

3. Travel

	No travel required
<input checked="" type="checkbox"/>	Occasional day travel
	Occasional overnight travel required