

JOB DESCRIPTION

Job Title:	Marketing Specialist	Department:	Marketing
Reports to (Title):	TBD	Date:	2026-09-08

A. Role Summary

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 MDM is CDM's flagship boutique Master's degree program.

The Marketing Specialist will lead and coordinate broad digital marketing and communications initiatives to engage and expand target audiences, attract new students, and create brand awareness for the Master of Digital Media (MDM) program hosted by the Centre for Digital Media. The role acts as the primary storyteller for the MDM across multiple channels and audiences. The Specialist provides operational support and execution related to the MDM brand identity and will work collaboratively with staff, faculty, students, industry and external consultants and service providers.

The Marketing Specialist will bring content creation and storytelling insights as they operationalize marketing strategies in order to raise and promote MDM's profile with learners, potential partners, the public and creative digital media industries. The Marketing Specialist will utilize a wide skill set including design, content creation and project management. Working with the admissions and academic teams, the Marketing Specialist constantly looks for innovative ways to bring the MDM story to the global stage.

Core Competencies

- Content Creation
- Project Management
- Social Media
- Iterative and collaborative working style

B. Key Functional Responsibilities

1. Content Creation

- Act as the primary content creator and storyteller for the CDM with a focus on the Master of Digital Media Program (MDM) – understanding and promoting the various offerings to diverse audiences
- Create compelling visual, written, and video materials content for use across digital and marketing channels.
- Proactively source stories and content opportunities from students, faculty, alumni, partners and the broader CDM community.
- Build relationships across CDM and wider community to support ongoing storytelling and content development
- Identify content gaps and opportunities to support marketing priorities and campaigns.
- Apply CDM brand standards and messaging across channels, adapting content to suit different audiences, platforms and formats.
- Coordinate basic website content updates in collaboration with internal teams and external web support

2.	Project Management • Build and manage marketing content and campaign calendars to support timely delivery across overlapping initiatives • Execute and schedule marketing milestones, creating and communicating workback schedules • Oversee the execution of marketing content and storytelling across channels, ensuring brand consistency • Project manages marketing activities across a variety of learner-focused programs in alignment with establish priorities and timelines • Grow and coordinate an active roster of expert contractors to support specialized activities such as design projects, website maintenance and ad campaigns.
3.	Social Media • Grow CDM's social media channels and audiences • Support social media planning, publishing and ongoing channel maintenance • Conduct market scans to ensure relevancy for target audiences • Conduct market research to identify trends and insights relevant to CDM's target audiences. • Engage and build ambassadors within the wider community to champion messaging through social channels and other platforms • Build and engage a network of student and community ambassadors to amplify CDM messaging across social media and other channels.
4.	Advertising Campaign Management • Manage the full MDM advertising campaign cycle including creation and communication of workbacks, timelines and execution • Collaborate with internal teams and external agencies to execute on advertising campaigns • Coordinate departments to support cross-functional campaigns and event marketing requirements. • Serve as the primary operational point of contact for operational coordination with external advertising agencies and contractors, tracking dependencies and reporting on delivery/progress • Develop campaign assets including paid and organic copy, website landing pages, web forms and other assets to support email, social media and paid advertising campaigns • Manage the execution of digital advertising channels such as Meta and Google • Manage agency relationships and maintain an effective feedback loop with advertising partners. • Monitor campaign budgets, pacing and advertising spend.
5.	Reporting, Documentation + Operational Support • Track, analyze and report on marketing performance across social media, content and advertising campaigns. • Compile and regularly share marketing activity summaries and performance snapshots using analytics tools • Identify and track meaningful marketing metrics to measure performance and inform decision-making. • Support marketing budget planning and tracking. process • Maintain shared marketing documentation, tools, access list and reference materials
The above are representative examples of duties and not exhaustive. Related activities can be assigned to the incumbent.	

C. Education, Experience, and Skills**1. Education**

	Required	Preferred	Areas of study preferred
Grade 12 or equivalent			
Diploma			
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	• Post-secondary in marketing, 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.
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3. Skills

- Strong creative storytelling and content development skills, with experience developing content across digital channels.
- Demonstrated solid social media content creation and content management skills.
- Proven project management skills, with the ability to plan, coordinate, and deliver marketing initiatives on schedule.
- Well-developed analytical and organizational skills, with the ability to manage multiple priorities, maintain accuracy, and deliver work on time.
- 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 development, audience management, and reporting.
- Strong working knowledge of digital advertising platforms including Meta Ad Manager and Google Ads.
- Strong working knowledge of analytics platforms, including Google Analytics and Google Search Console.
- Proactive and ideas-driven, with the confidence to bring forward recommendations and improvements while operating within established strategy and priorities.
- Excellent written and verbal communication skills, with the ability to communicate effectively and professionally with diverse internal and external audiences
- Working knowledge of Adobe Creative Suite and digital media practices considered an asset.
- Working knowledge of website content management systems, preferably Drupal an asset.
- Demonstrated ability to work effectively both independently and as part of a team.

D. Management Scope and Budget**1. Management Scope**

X	Individual Contributor
	Leads/Supervises – provides daily work direction
	Manages staff
	Manages staff including other managers

2. Budget

	Has budget responsibility
x	Has no budget responsibility
E. Working Conditions	
1. Hours of work	
X	Full-time
	Part-time, indicate number of hours per week:
X	Flexible hours required for events
2. Environment	
X	Office (Eligible for remote work after probation. Attendance required for key events)
	Offsite
3. Travel	
	No travel required
X	Occasional day travel
	Occasional overnight travel required