

TITLE:
**MARKETING
OFFICER**
FULL TIME



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REPORTS TO

Director of Communications

WHO WE ARE

Cardus is a public policy think tank aimed at renewing North America's social architecture. Drawing on 2,000 years of Christian social thought, we bring credible public research to bear on concrete needs.

GENERAL JOB DESCRIPTION

The Marketing Officer joins Cardus's communications department as part storyteller, part air traffic controller.

The Marketing Officer

- supplements Cardus research and publications with clear and compelling writing and imagery, and
- ensures it is distributed across Cardus's platforms and channels: web, mobile, physical, email, and social.

The Marketing Officer is the single point of contact through whom all of Cardus's web and email content, and most of Cardus's social media content, enters the world. The last pair of hands on most front-facing Cardus communications. This means your writing doesn't need adult supervision, you ARE the adult supervision.

Success for the Marketing Officer depends on excellent and concise writing, and is measured by web-based leads, by email interactions, by social interactions, and by certain trackable revenue (donation and subscription) streams. The Marketing Officer excels at tracking these indicators for proper decision-making.

The day-to-day responsibilities of the Marketing Officer include scheduling, creating, and coordinating email campaigns, web lead generation, and social media campaigns; SEO optimization; and tracking all channel results.

Underpinning the Marketing Officer's work are two commitments:

1. To modularized and reusable content: *Create Once, Publish Everywhere*. The Marketing Officer will ensure Cardus's 40-year archive of content is well tagged and structured, so it can be re-used easily and on-demand.
2. To marketing automation: workflows and mechanisms—especially in Pardot—for automatic content assembly and distribution.

The Marketing Officer works as part of a rocking team. The director of communications leads organizational storytelling. The stakeholder officer works with micro-audiences, one influencer at a time. The data officer and web contractors design system architecture. And the Marketing Officer will also find support within Cardus for archive tagging, marketing automation, content development, and analytics.

This position is permanent and full-time. The officer can work remotely, but preference is given to those who can attend full-time one of Cardus's offices, in Hamilton or in Ottawa, Ontario.

CORE COMPETENCIES & REQUIREMENTS

- Deep familiarity and alignment with Cardus's content and mission
- Creative and compelling writer: A storyteller at heart. Nothing florid or wordy. You speak to be understood and remembered
- Tailoring content to audiences
- Well versed in social media
- Well versed in analytics
- Attentive to Canadian current affairs and the basic political and social landscape
- Excellent organizational, time management, and prioritizing skills
- Critical thinker and problem solver
- Self-starter with the ability to work independently
- Able to engage and communicate practical and academic research
- Accountable and dependable
- Undergraduate degree preferred
- Fluency with Microsoft Office suite (especially Word, Excel) assumed
- Expertise in Google Analytics, Pardot marketing, WordPress publishing, and Salesforce CRM strongly preferred
- Proven track record of successful business marketing via LinkedIn, Facebook, Twitter, and Instagram

JOB EMPHASES

50% Create and coordinate email campaigns and automations

- Determine which topics and which content to map to which audience segments on which frequencies
- Coordinate all mass emailing via a central calendar, with collaboration of full communications team
- Design compelling and responsive email templates and content
- Design marketing automations for effective nurturing of audiences along their journeys with Cardus: mixing and matching and reusing content to move audiences from unaware to supportive

25% Create and coordinate web and social content

- Develop style guidelines and voices for each channel
- Plan, create, and schedule all web and social assets
- Develop site maps and web structures and content to increase audience attraction and retention
- Develop and execute SEO guidelines to ensure audiences searching online can find Cardus content
- Develop business rules to identify how web content should be assembled automatically upon customer request
- Listen and interact as Cardus's voice on all social platforms, for all Cardus products except Comment Magazine and Breaking Ground

25% Monitor and improve

- Track, report, and improve content delivery and promotion on all channels, according to specific success measures

WORK CONDITIONS

- Manual dexterity required to use desktop and/or laptop computer and peripherals
- Open office environment
- Climb and descend stairs

HOW TO APPLY

- Prepare and attach a detailed and well-considered cover letter, speaking specifically to how your skills and passions align with Cardus's mission. Keep your cover letter to one page.
- No, seriously: applications without a good cover letter will be ignored.
- Apply using the Fitzii recruiting platform. Applications will not be accepted by email or any other platform.
- We thank all applicants for interest, but will respond only to those with whom we would like to pursue an interview.
- Posting will remain open until position is filled.