

TITLE:
**MARKETING
OFFICER**

FULL TIME



Date Posted: OCT, 2023

LOCATION: Ottawa, Ontario, or Hamilton, Ontario

APPLY NOW

REPORTS TO: Director of Communications

WHO WE ARE:

Cardus is a non-partisan think tank dedicated to clarifying and strengthening, through research and dialogue, the ways in which society's institutions can work together for the common good. We draw on 2,000 years of Christian social thought and are primarily active in six areas: Education, Faith Communities, Family, Health, Spirited Citizenship, and Work and Economics. Please visit cardus.ca/who-we-are to learn more.

PURPOSE:

As our marketing officer, you'll be making Cardus a household name across Canada and around the world. So, you'll need to wear several hats (but which marketer doesn't, after all?):

- Content Marketing Expert – Making sure four decades' worth of think tank research, policy, and perspectives reach and land well with our key audiences.
- Audience Development Manager – Staying on top of our contact lists and newsletter subscriptions, knowing and growing our audiences, as well as increasing our engagement with them.
- Web and Social Media Manager – Keeping our website and social media channels humming, current, and interesting to our audiences.

You're planning and organizing our marketing efforts, but you're also acting on those plans. You've got it covered from inception to implementation – and measuring the results as you go along.

The **Marketing Officer** is the single point of contact through whom all of Cardus's web and email content, event invitations, and most of Cardus's social media content, enters the world. You're 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, website traffic, email interactions, social media engagement, and other trackable data. 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, newsletter distribution, web lead generation, and social media campaigns; SEO optimization; and tracking all channel results.

So, if your copy sparkles, you like staying on the sunny side (we're heavy on the smiles, light on the frowns around here), and can create and stick to an awesome publishing schedule, apply today. We want to hear from you.

CORE COMPETENCIES AND RESPONSIBILITIES:

- The candidate will demonstrate a deep commitment to the mission and vision of Cardus. Without detail in your cover letter, we will not be able to consider your application.
- Creative and compelling writer: A storyteller at heart. Nothing flowery or wordy. You write to be understood and remembered.
- Capable of pulling an intriguing narrative out of numbers and data with ease
- Competent in website and content management
- Attention to detail
- Tailoring content to audiences
- Well-versed in handling social media successfully
- Skillful in using web 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, HubSpot email and social media marketing, and WordPress publishing preferred
- Proven track record of successful business marketing via social (LinkedIn, Facebook, Twitter, and Instagram) and email platforms

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 (including invitations to numerous events) 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, 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

25% Monitor and improve

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

WORK HOURS AND ENVIRONMENT:

The Marketing Officer reports to the Director of Communications and attendance in one of the Cardus offices is required four out of five days Monday to Friday. Some additional remote work is negotiable. Some travel will be required, up to 10 days/year. Remuneration is commensurate with experience.

- Cardus will provide desk space, a laptop computer, and desk phone.
- This position requires the ability to sit at a desk for longer periods of time, dexterity in typing, and the ability to lift 10 lbs.

HOW TO APPLY

Please prepare a cover letter that specifically describes the extent to which you meet each of the qualifications that we are seeking. Combine your cover letter and resume/CV into one file and apply by uploading [here](#). We will review applications as they are received, and the position will be posted until filled. We look forward to hearing from you.

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