



Villa Charities offers exciting opportunities to join a dynamic team and contribute to the revitalization of the organization during this significant period of progress and change.

Columbus Centre opened in 1980 and is a key member of the Villa Charities family delivering cultural, recreational, educational, performing & visual arts and social programming in a 180,000 square foot facility.

We are currently embarking on a major transformation with the upcoming redevelopment of our flagship venue, the Columbus Centre, the cultural heart of the GTA's Italian Canadian community at our Lawrence-Dufferin campus. By advancing Villa Charities' mission of celebrating and promoting Italian heritage, culture, language, arts, food and family values, we will endeavour to be a premier destination for everyone in the Greater Toronto Area wishing to explore and share in our rich culture. Villa Charities will provide fully modernized and enhanced facilities in a re-envisioned shared-use facility with the Toronto Catholic District School Board, with opportunities for multigenerational usage and integration, creating an enduring legacy.

We invite you to be part of our progressive vision for the future. To learn more about Villa Charities, visit [www.villacharities.com](http://www.villacharities.com).

**Villa Charities Inc. is currently hiring for the following position:**

## **DIGITAL MARKETING SPECIALIST (FULL-TIME)**

### **Job Summary:**

In this position, the **Digital Marketing Specialist** will contribute to the company's overall marketing and communications strategy through the development and implementation of digital marketing programs. The incumbent in this position will ensure that digital marketing efforts are efficient and effective in achieving awareness, engagement and revenue.

### **Major Responsibilities:**

- Develop web, online, social media and mobile marketing strategy that aligns with overall marketing and communications strategy, and drives awareness and engagement
- Develop copy for all digital marketing and online requirements including bi-weekly newsletters, social media, website, surveys and more
- Work with cross-functional internal teams to create social media campaigns and support to meet objectives including user and supporter engagement, brand positioning, lead generation and revenue/sales
- Manage digital marketing budgets
- Manage website design and ensure content is always current and relevant year round

- Manage, curate and create all online advertising design and digital content, including ads, photos, videos, blog posts, digital toolkits and social media content calendars
- Plan and execute online advertising campaigns (Google Adwords, Facebook, etc.)
- Develop and manage social media strategy and channels. Use in-depth knowledge and understanding of social media platforms (Facebook, Twitter, YouTube, Instagram, Pinterest, LinkedIn, etc.) and how users engage with each to deliver best-in-class experiences
- Plan, produce and measure electronic and direct communications including e-blasts, e-newsletters
- Prepare and monthly web/online statistics as well as additional customized reports as required
- Assist with development and management of Villa Charities CRM and other databases
- Manage and produce sponsor and partner online and interactive requirements including online contests. Provide components and metrics for sponsor fulfillment reports
- Set key performance indicators, monitor effective benchmarks for measurement of social media efforts. Analyze, review and report on effectiveness of campaigns to maximize results and make recommendations for future campaign
- Cultivate and steward relationships with industry partners, stakeholders and digital influencers as appropriate to increase digital reach and engagement
- Manage web, mobile and SEM/SEO agency partners
- Remain up to-date on latest trends in digital marketing and social media
- Report to Director, Marketing and Communications and provide support to Executive Management Team as needed
- Other duties as assigned

### **Qualifications Required:**

- 3-5 years of in-house or agency digital marketing experience
- A post-secondary education in communications, journalism, new media or related field and/or equivalent combination of education and experience
- Exceptional written and verbal communication skills
- Prior experience working in a non-profit and/or cultural organization is preferred
- Knowledge of principles of design and current trends in digital media planning and web-based marketing used to increase awareness, generate leads and revenue, and increase customer base
- Experience with CRM database, SEM/SEO, with a proven track record of results, including keyword research, link building strategies and tactical implementation
- Proficient in Adobe Suite, Photoshop, InDesign, Illustrator and Microsoft Office (Excel, Word Outlook, PowerPoint)
- In-depth knowledge and experience with social media marketing platforms and tools (Facebook, LinkedIn, Twitter, Instagram, Hootsuite, Google Analytics, Google AdWords, etc.)
- Knowledge of Italian language and/or Italian Canadian community, considered an asset
- Must be able to work both independently with minimal supervision as well as collaboratively in a team
- Demonstrated experience working collaboratively with cross-functional groups to achieve desired outcomes
- Exceptional organizational skills and detail-oriented
- Confident, disciplined and assertive with excellent influencing and persuasion skills
- Strong presentation skills across a wide range of channels
- Must be able to take direction and conceptualize web design

- Ability to work well under pressure and balance and prioritize multiple projects, deliver programs and tactics on a timely basis in a deadline-oriented environment
- Must be flexible, adaptive to change and able to handle shifting priorities with maturity and foresight to cope with input and changes, with short notice at times
- Experience with managing budgets
- Maintain a high standard of web design quality, customer service, and professionalism
- Must be discreet in handling confidential information
- Google AdWords Certification is considered an asset

**Remuneration:**

The organization offers a competitive salary and benefits, plus a complimentary athletic membership. Compensation for this position will be commensurate with the successful candidate's education, experience and career achievements.

**Applications:**

We thank all candidates for their interest; however, only those that most closely match job specifications will be contacted. The deadline for receiving applications for this position is **June 14, 2017**.

Please send cover letter and resume including salary expectations for this immediate opening to:

Villa Charities Inc.  
**Attn: Nicky Stathis, HR Administrator**  
901 Lawrence Avenue, West  
Toronto, ON M6A 1C3  
[nstathis@villacharities.com](mailto:nstathis@villacharities.com)

In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act and Villa Charities/Columbus Centre's policies, the organization is committed to ensuring accessible services and communications to individuals with disabilities. Should you require accommodation at any point during the recruitment process, including accessible job postings, please contact Nicky Stathis, HR Administrator.