



## DIGITAL MARKETING SPECIALIST FULL-TIME

### **ORGANIZATION BACKGROUND:**

Villa Charities Inc. (VCI) is proudly celebrating the 50<sup>th</sup> anniversary of its founding in 1971. A registered charity, Villa Charities enriches lives through experiences and services that honour Italian culture and heritage. For 50 years across the GTA, the organization has provided cultural and educational programs and supported culturally sensitive long-term care and independent living apartments for seniors. VCI fulfills their mandate through a broad range of activities, services and facilities, both directly and in conjunction with its affiliates and independent organizations. Affiliates include Columbus Centre and Joseph D. Carrier Art Gallery; Villa Charities Foundation; Villa Colombo Homes for the Aged Inc. in Toronto; Villa Colombo Seniors Centre (Vaughan) Inc. Di Poce Centre; and Italian Canadian Benevolent Seniors Apartments Corporation/Casa Abruzzo Benevolent Corporation with apartments for independent seniors (Caboto Terrace, Casa Del Zotto and Casa Abruzzo). Each of these organizations is an integral part of the Villa Charities family with separate legal status and its own governance Board. For more information visit [villacharities.com](http://villacharities.com).

### **POSITION SUMMARY**

Our Marketing and Communications department is currently looking for a **Digital Marketing Specialist**. This role reports to the **Marketing and Digital Manager**.

We are looking for a highly motivated and creative self-starter with solid experience and a passion for digital marketing. Someone with proven expertise in designing and implementing marketing programs for all online channels, including strategic planning, email marketing campaigns, website design, video production, paid advertising campaigns, social media, SEO, digital publications, content marketing and more. This role is perfect for a marketer with strong writing skills, who lives and breathes digital and knows how to effectively grow an organization's online footprint through multiple platforms.

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 will ensure that digital marketing efforts are efficient and effective in achieving awareness, engagement, and revenue.

This position works closely with the Social Media Specialist.

### **KEY RESPONSIBILITIES:**

- Develop web, online, social media and mobile marketing strategy that aligns with overall marketing and communications strategy, and drives significant growth, awareness, and engagement
- Manage, curate, and create all online advertising design and digital content, including web creative, photos, and video content
- Manage the Villa Charities website and ensure content is always current and relevant

- Work closely with Social Media Specialist and oversee curation and creation of social media content including advertising campaigns, digital toolkits, and content calendars
- Plan and manage digital marketing budgets
- Plan, write, produce, and measure all electronic and direct communications include e-blasts and newsletters
- Work with cross-functional internal teams to create social media and paid advertising campaigns and support to meet objectives including user and supporter engagement, brand positioning, lead generation and revenue/sales
- Oversee and approve social media strategy and channels (Facebook, Twitter, YouTube, Instagram, Pinterest, LinkedIn, etc.)
- Prepare monthly web/online statistics as well as additional customized reports as required
- Set key performance indicators, monitor effective benchmarks for measurement of digital marketing efforts. Analyze, review and report on effectiveness of campaigns to maximize results and make recommendations for future campaigns
- Create and manage customer surveys through Survey Monkey and compile reports
- Assist with creating, updating, and managing event microsites through AKA Raisin
- Manage all digital assets of Villa Charities facilities, including content for digital screens and electronic messaging centre (EMC sign)

#### **TO BE SUCCESSFUL YOU WILL REQUIRE:**

- 4 - 6 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 English verbal and written communication skills
- 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
- Advanced literacy and hands-on experience with digital software including Wordpress/Elementor, Constant Contact, CSS, CMS
- Proficient in Adobe Creative Cloud applications including Photoshop, InDesign, Illustrator, Premiere Pro, After Effects 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 Ads, etc.)
- 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 extremely detail-oriented
- Confident, disciplined, and assertive with excellent influencing and persuasion skills
- Strong presentation skills across a wide range of channels
- Ability to work well under pressure and balance and prioritize multiple projects and a high volume of work; 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
- Experience with CRM database, SEM/SEO, with a proven track record of results, including keyword research, link building strategies and tactical implementation
- Knowledge of Italian language and/or Italian-Canadian community, considered an asset
- Google AdWords Certification is considered an asset

### **COMPENSATION AND OTHER BENEFITS:**

Villa Charities Inc. offers a competitive salary, flexible work schedule, a comprehensive benefits package including a free gym/health club membership (on-campus), and much more.

If you are interested in an opportunity to make a difference and a lasting impact, work with an agile, collaborative, progressive, and high-performing team; **please forward your resume and cover letter to:** Chevanne Simpson, Executive Assistant, Administrative Services and Special Projects by email: [csimpson@villacharities.com](mailto:csimpson@villacharities.com)

**Applicants Deadline Date: Wednesday, December 15, 2021, at 5:00pm.**

***We thank all applicants for their interest. Only those selected for an interview will be contacted.***

Villa Charities is committed to providing a safe working environment for our workforce, volunteers, and members of the public with whom we interact regularly. As such, all Villa Charities staff are required to provide proof of COVID-19 vaccination.

In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act and Villa Charities' policies, a request for accommodation will be accepted as part of Villa Charities' hiring process. To avoid any delays in the recruitment process, if you require accommodation to apply or if selected to participate in an assessment process, you must provide your accommodation needs in advance. You may also be required to submit adequate medical/other documentation to Human Resources to support your request for accommodation.