

## Marketing Officer

### Marketing and Web Presence

Applicants are to clearly demonstrate how they satisfy the selection criteria in their written submissions and must identify the competition number they are applying for in the subject line of the email.

An eligibility list may be created for similar casual, part-time, full-time, and term positions

### DUTIES

The Marketing Officer is responsible for planning, executing, coordinating and implementing marketing strategies aligned with the College's goals. The position works to support profit-generating operations – including the School of Continuing Education, Regional Campuses, Adult Learning Centres and Corporate Solutions – by working with diverse teams to build strong, strategic fundamentals and effective plans, coordinate the execution of marketing activities, efficiently leverage existing resources, and measure results to provide continuous improvement and sustainable growth.

### REQUIRED QUALIFICATIONS

- Diploma in business administration, communications, or marketing
- Several years of relevant work experience – an approved equivalent combination of education and work experience may be considered
- Experience auditing marketing operations and developing effective strategic marketing and media plans based on researching and understanding audience and market needs
- Proven success developing and executing digital marketing campaigns, including email, social (paid and organic), programmatic ads, display ads, text ads, and SEO
- Experience marketing to B2C and B2B audiences and domestic (Manitoba-wide) audiences
- Experience with CMS websites such as WordPress and email marketing platforms such as Mailchimp and Salesforce Marketing Cloud
- Experience with analytics and tracking platforms such as Google Analytics, with a proven ability to interpret data and develop actionable recommendations
- Proficiency with Microsoft Office, including Word, Excel, PowerPoint, and Outlook
- Excellent writing skills, with experience writing persuasive ad copy
- Exceptional project management and organizational skills, with strong attention to detail
- Strong work ethic, with the ability to effectively work independently and work and communicate with team members and stakeholders
- Values Diversity, Equity, and Inclusion
- Commitment to lifelong learning

### ASSETS

- Relevant work experience at a post-secondary institution
- Experience developing and executing traditional marketing campaigns (TV, radio, print, out-of-home)
- Experience with in-person and virtual event marketing
- Strong design thinking and proficiency with Adobe Creative Suite

### CONDITIONS OF EMPLOYMENT

- Applicants must be legally entitled to work in Canada
- This position may be required to work evenings and/or weekends
- This position may be required to work overtime
- This position may be required to travel
- Incumbent must provide a current and satisfactory Criminal Records Check

RRC Polytech campuses are located on original lands of Anishinaabe, Cree, Oji-Cree, Dakota, and Dene peoples, and on the homeland of the Métis Nation.

### COMPETITION NUMBER

2022-128

### CLOSING DATE

July 25, 2022

### SALARY

\$47,774 - \$65,326 per annum

### POSITION LOCATION

Notre Dame Campus  
(Winnipeg, MB)

### POSITION TYPE

Full-Time Position Available

### APPLY ONLINE AT

[rrc.ca/careers](http://rrc.ca/careers)

RRC Polytech is a leader in applied learning and innovation. Our talented team of employees is passionate about education, innovation and student success. We offer competitive salaries, extensive benefits and the opportunity for personal and professional growth in a rewarding career.

At RRC Polytech we are committed to fostering an inclusive environment, where all employees and students feel valued, respected and supported. We aspire to have a workforce that is representative of the diversity within our communities, and welcome applications from women, Indigenous persons, racialized persons, persons with disabilities, persons of all sexual and gender identities and others who may contribute to the further diversification of ideas. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

If you require this information in an alternate format, please contact [humanresources@rrc.ca](mailto:humanresources@rrc.ca).



RRC Polytech is committed to providing accessible employment, and ensuring that our recruitment, assessment and selection process is barrier free. If a candidate requires accommodation during the hiring process, Human Resources Services will work with the individual to meet their needs. We thank all applicants for their interest, but only those selected for an interview will be contacted. For more information and other employment opportunities, visit [rrc.ca/hr](http://rrc.ca/hr)