



BCGEU POSITION DESCRIPTION

POSITION TITLE: Digital Advertising Specialist

JOB NUMBER: 739

DEPARTMENT: Marketing and Communications

PAY LEVEL: 13

DATE CREATED: April 2017

DATE REVISED: January 5th 2022

PRIMARY FUNCTION

The Digital Advertising Specialist will provide daily support to KPU's digital advertising and related initiatives. The incumbent will be responsible for analyzing ongoing marketing campaigns as well as activating and setting up digital advertising campaigns across multiple platforms, and formulating reports, summarizing data to clearly communicate the effectiveness of initiatives. He/she will be responsible for the collection, tracking, analysis, reporting, and communication of data related to KPU's performance from all performance media, driving cross device traffic to our website, campaign landing pages, and application page. Implementing, measuring, and reporting on multiple sources of information to build a unified view of our client journey across multiple touch-points of engagement will enable KPU to optimize student recruitment, conversion and retention, promote events and offerings as well as increase brand awareness.

JOB DUTIES AND TASKS

1. Setup Digital Advertising campaigns in platforms such as (but not limited to) Google Adwords (Search & Display) and social media platforms such as Facebook and Instagram.
2. Work directly with department and faculty stakeholders to determine objective of marketing campaigns and ongoing recruitment initiatives.
3. Compile, build and communicate campaign & analytics dashboards to stakeholders to show campaign success or opportunities.
4. Brief internal design team for digital asset creation and work with faculty and department stakeholders to ensure messaging aligns with objectives.
5. Responsible for exploring and researching new advertising tactics and platforms to serve the Marketing departments objective of KPU branding and awareness and student recruitment.
6. Responsible for Complete Quality Assurance (QA) of online advertisements prior to distribution.
7. Monitor and manage campaign budgets for the department as well as faculty campaigns
8. Conduct demographic, keyword and related research relating to digital advertising.
9. Work with third party vendors (when and if) needed to execute digital advertising campaigns.
10. Consolidate data from digital advertising platforms, internal tools and third-party tools to analyze and dashboard campaign and digital performance.



11. Collaborate with staff and managers in marketing, communications and recruitment to determine best use of advertising and marketing budgets.
12. Write and post content across multiple social media channels (Facebook, Instagram, Linked In, etc.. for the purpose of running paid content.
13. Analyze data, identify trends, develop visual outputs of relevant data analysis using systems/applications such as Excel, PowerPoint, and Word.
14. Evaluate the effectiveness of current data collection methods and recommend needed changes
15. Evaluate and optimize marketing and recruitment campaigns daily and make changes as required, including recommending options to managers.
16. Identify positive financial outcomes to increase ROI and collaborate with managers to ensure all options are reviewed before implementing new campaigns.
17. Own and maintain CRM related data integrity.
18. Design and develop charts and graphs to display information (i.e. data).
19. Compile information, prepare and produce various reports and forms.
20. Source and review data and present valuable actionable recommendations based on the basis of findings that drive KPU branding and awareness and KPU applications
21. Source and review data to determine the best mediums to reach out to our current KPU target markets
22. Track and analyze traditional and digital marketing and recruitment campaigns to evaluate and optimize effectiveness of marketing campaigns and their effects on applicant and conversion numbers
23. Provide the required support to the administrators and ensure they have the analytics required to make strategic decisions regarding marketing and recruitment initiatives and advertising spends.
24. Play a key role in encouraging a data based collaborative culture within the marketing and communication department to support the use of data in daily decision-making processes.
25. Work with staff in other departments and faculties to increase awareness of data-based marketing plans and provide consultative direction and advice for marketing campaigns.
26. Contribute to department business process improvement activities through regular analysis of processes and make recommendations for improvements to the workflow for digital and social media initiatives.
27. Independently review and conduct analysis of internal data and dashboards to inform staff and managers of application and conversion trends within KPU; KPU and campus wide, or specific to faculties, departments, courses, etc.
28. Independently stay abreast of and analyze enrolments numbers in all KPU target communities and compare/report against the marketing plans in order for managers to develop strategies to address specific prospective student markets.
29. Create reports and processes for the departments to track and analyze performance at marketing and recruitment events.
30. Present reports\dashboards, insights and provide guidance on future campaigns to Faculty and other internal stakeholders.
31. Persuade and influence internal stakeholders on campaign strategies based on analytics analysis and performance reviews.



32. Work with and provide direction to third party vendors and agencies on digital advertising activations.
33. Monitor and report on digital advertising spends and budgets.
34. Manage and update budget tracking in KPU's financial reporting platform to ensure accountability and spends.
35. Optimizing digital advertising based on digital advertising spends.
36. Independently review budgets in FAST and advise manager of budget status for campaigns, and any discrepancies in budgets.
37. Manage a variety of monthly payments on managers PCards for marketing department expenses.
38. Assist managers with reconciling PCard statements and ensuring charges are accurate.
39. Contributes to and promotes a safe, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.
40. Represents the marketing or recruitment departments on internal committees as required
41. Attends internal and external marketing events as needs required.

SUPERVISION RECEIVED:

Reports to the Manager, Web and Digital Technologies.

SUPERVISION/DIRECTION EXERCISED:

This position supervises Coop students and Student Assistants as required.
This position provides creative and analytics direction to Graphic Design and Web Development team.
This position supports engagements with third party vendors in activating and executing online advertising campaigns.

PHYSICAL ASSETS/INFORMATION MANAGEMENT:

Responsible for managing digital advertising reports, dashboards and digital advertising assets.

FINANCIAL RESOURCES:

Works collaboratively with the managers and faculty stakeholders to review resources allocated to marketing and recruitment campaigns, determines ROI and suggests improvements where ever possible.

Updates and manages financial reporting and budget tracking in FAST.



The above statements reflect the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.

EMPLOYER REQUIRED KNOWLEDGE SKILLS AND ABILITIES

1. Strong writing and communication skills. Ability to independently draft correspondence and reports based on knowledge of established styles and practices.
2. Strong presentation skills and ability to verbally communicate and present data and strategic analysis.
3. Strong organizational skills.
4. Sense of urgency and passion with high expectations for quality.
5. Ability to develop and execute multiple priorities and approaches to meet objectives.
6. Expert computer skills (Excel, Word, Outlook, PowerPoint, Access).
7. Proven experience using Google; Analytics, Adwords and Webmaster tools.
8. Proven experience with social media platforms (Facebook, Twitter, Instagram, LinkedIn etc) as well as their reporting tools.
9. Background and experience with student information systems (BANNER) is an assets.
10. Able to anticipate needs and requirements of the marketing and recruitment departments.
11. Demonstrate proficiency in the use of many computer programs.
12. An entrepreneurial mindset and a roll up the sleeves work ethic – must be comfortable with ambiguity and rapid rates of change.
13. Be familiar with digital campaign KPIS and metrics used for campaign performance reporting.
14. Out-of-the-box thinker and problem solver with a resourceful and can-do attitude.
15. Passion for driving results, and proven results-orientation.
16. Demonstrated ability to handle sensitive and confidential information appropriately.
17. Strong organizational skills and must be detail oriented with a demonstrated ability to work independently, lead multiple projects, prioritize, and manage a high-volume of tasks, deadlines, requirements, and decisions.
18. Strong desire to constantly stay current in the fast evolving field of marketing analytics.
19. Ability and willingness to work evenings and weekends on occasion.

EMPLOYER REQUIRED EDUCATION & EXPERIENCE

1. Diploma, preferably in Business, Marketing, Statistics or related subjects. Bachelor's degree preferred.
2. Minimum one year experience in a similar role or a combination of education and experience.