

JOB POSTING



Position Title: New Media Coordinator

Reports To: Director of Strategic Communications & Marketing



General Overview

Since 1889, Ridley has been located on 96 acres of stunning parkland in St. Catharines, Ontario – in the heart of the Niagara Peninsula. The College is made up of century-old buildings that are shoulder to shoulder with modern architecture: thirteen playing fields; three Academic buildings; two sports complexes; ten residences; and a full time Health Centre make up the most impressive campus in the nation. The school staff is comprised of 75 faculty and 65 support staff, while the student body is over 625 strong with children from 30 different countries worldwide.

Ridley College is seeking a full-time New Media Coordinator to manage and maintain content for our social media platforms, blog, videos, email marketing and select portions of the ridleycollege.com website. Reporting to the Director of Strategic Communications and Marketing, the ideal candidate must have experience working in a non-profit and/or educational institution. Proven prowess managing a brand presence would be considered an asset. He/she will be proactive, highly organized, possess attention to detail.

Responsibilities

Video

- shoot and capture video footage that has a creative, yet refined style;
- ensure optimal lighting and audio conditions are achieved when shooting video;
- edit video content to produce timelines that tell a compelling narrative;
- develop and present ideas for videos that will enhance Ridley's brand reputation to all of our varied audiences;
- identify opportunities to shoot video content;
- draft video scripts and accompanying storyboards or key frames to articulate the key message, flow, sequence and overall goal behind a proposed video project;
- export HD videos from editing software in various compressions, resolutions, formats, etc.;
- archive final approved videos to Ridley local folders and upload optimized exports to the official YouTube account/channel.

Social Media

- maintain Ridley's brand presence on social media platforms – Facebook, Twitter, Instagram and YouTube;
- develop and maintain a social media editorial calendar for each platform;
- identify social influencers within the local, national and international community and engage with them to enhance our social reach;

- draft social media posts with appropriate hashtags, hyperlinks and handles to ensure highest possible reach;
- write posts in a consistent voice that appeals to all of our audiences – students, parents, prospects, donors, alumni, agents, etc.
- make informed decisions about what content to post and what time to post it based on metrics evaluations;
schedule editorial calendar for each social media platform using Hootsuite Pro;
- collect content (text, photographic and video) to help fulfill editorial calendar posts and assign credit when necessary;
- extract social media analytics each month and develop brief social media analytics report detailing successes and areas for improvement;
- implement Ridley College’s social media policy.

Email Marketing

- develop electronic direct mail using established HTML templates;
- ensure consistency of formatting, language, grammar and brand for each email;
- work with database manager to import mailing lists;
- evaluate the performance of email (i.e. open, bounce, click-through and undeliverable rates) by providing a weekly summary to the Director of Strategic Communications and Marketing;
- provide test sends of each email to the approving department’s director and the Director of Strategic Communications and Marketing;
- edit and create header/banner graphic using desktop publishing software.

Blog

- present content ideas for blog articles to Director of Strategic Communications and Leadership;
- write blog posts in a consistent voice that appeals to all of our audiences – students, parents, prospects, donors, alumni, agents, etc.;
- check accuracy of information contained within each blog post;
- promote blog posts through our social media platforms;
- liaise with leadership, faculty and staff to determine topics to explore and promote;
- ensure content for each blog post contains substance and feeds back into our brand and Strategic Plan;
- publish blog articles using WordPress and manage keywords and meta descriptions;
- analyze and report on performance of each blog post through weekly summaries;
- maintain the highest standard of copyediting for each published post.

Web Administration

- act as the web administrator for registration pages and smaller plugins site-wide;
- work with IT Department to ensure requested changes are achieved.

Qualifications	<ul style="list-style-type: none"> • 3-5 years experience in marketing, communications or public relations; college diploma in Public Relations, Marketing, Advertising or equivalent experience in related field; • previous professional service experience working in non-profits or educational institutions is considered an asset; • excellent verbal, written and copyediting skills; competency in Final Cut Pro, Microsoft Office Suite, Adobe Creative Suite, Google Analytics and WordPress; • email marketing experience, especially in Net Communities, strongly preferred; • understanding of digital marketing, search engine optimization (SEO) and social media metrics. <p>Qualified applicants are encouraged to send a resume with a cover letter to hr@ridleycollege.com. In addition, please provide two (2) from the following list;</p> <ul style="list-style-type: none"> • blog article written and published within the last 12-18 months • handles for candidate's social media accounts • sample of written work including; brand messaging; journalistic article, academic essay, social media post etc. • link to recently created video (shot and edited by the candidate)
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Ridley College is committed to providing accommodation for persons with disabilities. Please see the AODA section of our website at, www.ridleycollege.com for further details or contact our Human Resources department for any information in an alternate format.