

**York University**  
**Digital Marketing Director**

**Summary:** In communication with advancement and other departments help design and execute cohesive campus marketing strategy. Serve as the university's lead story-teller on digital media to alumni and other university constituencies. Collaborate with the Vice President of Advancement and others to craft messaging to broaden the university's reach with special focus on fundraising and student recruitment.

**Major Duties and Responsibilities** include all duties for which this position is responsible for leadership, delegation and execution. The following but can vary depending on future scenarios:

**A. Lead Institutional Social Media efforts**

1. Manage main institutional social media channels
2. Use social media analytics to develop and expand digital media presence
3. Create regular content for promotion of institutional mission, campus events and daily life
4. Lead team of students in creating student focused content
5. Work with campus partners (athletics, online etc) to assure integrated campus outreach through all social media channels

**B. Create Written Content**

1. Primary author for university announcements
2. Draft press releases using google docs and share with department for edits before publication
3. Maintain communication with director of publication to ensure website accuracy
4. Prepare monthly YU Connect, a collection of recent news releases for email distribution

**C. Content Creator and Event Capture**

1. Capture content and create video shorts for select institutional events
2. Record daily chapel talks and upload to university podcast channels
2. Livestream selected important university events such as commencement ceremonies
3. Record performing arts events
4. Upload content to university's YouTube channel
5. Contribute to Heritage magazine

**D. Editor and Publisher Yearbook**

1. Creator and lead designer of institutional yearbook
2. Communicate directly with the director of publications

**Minor Responsibilities** include duties in which support is necessary for task completion

1. Support university branding guidelines
2. Participate in special events for alumni and friends
3. Support website efforts
4. Frequent communication with Director of Publications

## **Professional Development Requirements**

### **Skills and Attributes needed:**

1. Excellent written and oral communication skills, includes ability to write and edit stories quickly, as well as provide persuasive content for a variety of purposes
2. Excellent oral communication and listening skills and strong interpersonal skills
3. Entrepreneurial attitude with an ability to maintain a high level of self-motivation
4. Effectively manage concurrent multiple tasks and deadlines with strong organizational skills
5. Creative, critical thinking skills
6. Ability to use video and still shot photography equipment
7. Read software and equipment manuals/instructions
8. Work with critical deadlines

### **Qualifications:**

1. Minimum education requirement of bachelor's degree
2. Experience in graphics programs and social media
3. Experience with photography and video capture

### **Physical Demands:**

1. Endure demands resulting from significant time spent on a computer
2. Endure demands that result from variable and sometimes extended work hours
3. Be able to lift more than 20 pounds

**This position reports directly to the Vice President of Advancement**