**JOB:** Clerk/PB7  
**TITLE:** Marketing Assistant  

**DEPARTMENT:** Division of Continuing Studies  
**POSITION NO:** 997897  

**SUPERVISOR:**  
Director, Marketing Services  
**LAST UPDATED:** March 2018

**SUMMARY:**  
The position reports to the Director, Division Marketing Services and is a key member of the Division Marketing Services (DMS) unit of the Division of Continuing Studies at UVic. This position is responsible for supporting the effective and efficient operation of the unit performing a wide range of tactical marketing, administrative and clerical tasks.

The Marketing Assistant will coordinate all projects going through DMS taking into account the priorities of the program units, DMS and the Division and the workload of DMS staff. The position will monitor projects to support on-time delivery. The position will assist the Director and DMS staff with the coordination and implementation of the varied marketing activities of the Division and administrative activities of the unit.

**MAJOR RESPONSIBILITIES AND DUTIES:**

1. **Responsibility: Project Support**

   **Duties:**
   - Daily contact with the Director and DMS staff to discuss major projects and challenges
   - Review Project Requests on an ongoing basis, schedule projects into web-based project management software (Basecamp), ask questions/clarify/confirms basic details of each project with program units.
   - Initiate and/or support initial project briefing meetings between DMS and program unit staff.
   - Develop timelines for each project upon the briefing meeting and/or consultation with DMS staff, assign DMS staff to projects and document accurately in Basecamp.
   - Handle routine enquiries from program unit staff and provide information and assistance related to deadlines, formats, rates etc.
   - Liaise/communicate with DMS and program unit staff on a constant basis regarding projects
   - Assist with coordinating print jobs through UVic Printing (using UVic Printing's online order system) or outside printers working with DMS staff and UVic Purchasing.
   - Assist with requesting printing/other vendor quotes.
   - Carry out related duties as required.

2. **Responsibility: Marketing Support**

   **Duties:**
   **General**
   - Take briefings from program unit staff for basic projects and initiate projects as directed.
   - Assist with and/or develop marketing related reports including Google Analytics, media and phone volume tracking, email campaign performance and student registration (using SRS).
   - Identify and recommend improvements, implement changes as directed to existing reporting formats or new report formats.
• Organize distribution of course calendars twice a year including checking lists for accuracy each time and coordinating hiring the person to deliver calendars to public locations (e.g. libraries).
• Perform competitive and environmental scan and research.
• Develop, maintain and update advertising database/catalog and files for general correspondence and art materials.
• Participate in both DMS and DCS planning processes as required.
• Assist with communicating with various UVic service units such as Marketing and Communications as required.
• Assist with planning and managing special events for DCS and program units.

Media
• Assist the Director with planning the Division’s media buys
• Prepare advertising insertion orders for print and online media buys.
• Verify requests against insertion orders for accurate dates, costs, formats and specs.
• Book advertising space as directed.
• Ship advertising materials to print and online media vendors.
• Identify new media opportunities, analyze, negotiate and purchase online and off-line media upon approval of the Director as appropriate and required.

SEM & SEO
• Coordinate web content between program unit staff, DMS staff and SEO/SEM consultant as required.
• Assist with and/or plan, execute, manage, and track SEM (Google AdWords, LinkedIn, Facebook etc.) campaigns.

Email Marketing
• Assist the Director, Marketing Content Specialist and Print & Digital Marketing Specialist in managing DCS’ email marketing program applying database and HTML knowledge.
• Maintain email lists provided by program units and coordinate uploads with DMS’ email marketing software (Campaigner) working with the Director, the Marketing Content Specialist and Print & Digital Marketing Specialist.
• Create email campaign components (such as distribution databases, data segmentation rules) as required using email marketing software.
• Develop email campaign performance reports using existing report templates or creating new templates working with the DMS staff and distribute to program area staff and the Director.
• Assist the DMS staff in the Campaigner/SRS (Student Registration System) integration project working together with IT department.

Social Media Marketing
• Assist with planning and implementation (including writing posts as required) of social media initiatives working together with DMS and program unit staff.

Copy Editing
• Proofread/spell check and non-substantive copy editing of course calendar (twice yearly), advertising copy, and all promotional materials on an ongoing basis.

Other
• Assist the DMS team in video and photo shoots as required
• Carry out related duties as required.
3. **Responsibility: Administrative Support**

**Duties:**
- Track/reconcile the DMS budget on a monthly basis and report to the Director.
- Assist the Director in preparing the annual DMS budget.
- Actively respond to budget issues, identified by DMS and program unit staff.
- Create Payment Requisitions, WebReqs and journal entries using FAST (UVic's online accounting system).
- Initiate and monitor chargebacks to program units and ensure payments received.
- Maintain a relationship with UVic Accounting and Purchasing.
- Track all off-line (e.g. Times Colonist) and online media billing (i.e. Google, Facebook, CBC etc.).
- Coordinate/track vendor invoices by having them approved by the Director and forwarding to Purchasing for payment.
- Manage Purchasing Card charges, apply FAST codes, create monthly reports for the Director's approval.
- Manage, maintain and order supplies including stationery items for DMS.
- Carry out related duties as required.

**REQUIRED QUALIFICATIONS:**

**Skills:**
- Proven ability to work under pressure in a fast-paced environment with ease and good nature;
- Good judgement, resourcefulness, diplomacy, sensitivity and discretion while managing workflow;
- Competence in delivering exceptional customer-service;
- Aptitude for being a team player and for working collaboratively with multiple stakeholders in a complex organization;
- Working knowledge and sound understanding of databases and how they work;
- Proven ability to develop and maintain positive relationships;
- Exceptionally organized;
- Strong demonstrated capacity for multi-tasking and ability to manage shifting priorities;
- Openness to new ideas/concepts, and willingness to learn new systems, processes or programs;
- Excellent word processing skills

**Specialized Knowledge/Education:**
- Knowledge, training or relevant post secondary coursework or certification relating to formal marketing, project management and office administration process and procedures.
- Sound understanding and knowledge of marketing principles including advertising, branding, email & database marketing, social media marketing, and promotion planning is required.

**Experience:**
- Up to three years of practical experience in marketing or project management in a fast-paced, busy office environment (such as an advertising agency), or in a marketing or similar service unit with a large public or private organization.
- At least one year hands-on, work experience with Google products such as AdWords and Analytics.
- Advanced proficiency in using standard office software such as Microsoft Office (Word, Excel, PowerPoint)
- Working knowledge of
  - desktop publishing and design software (such as Adobe Creative Suite)
  - email marketing software (such as Campaigner, Mail Chimp or Constant Contact)
  - basic HTML coding
- Note that equivalent combinations of education and experience may be considered.
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