



## Exhibition Place

### JOB OPPORTUNITY

**JOB TITLE:** Digital Marketing Specialist

**JOB TYPE:** 1 Year - Term Contract

**HOURS OF WORK:** 35 hours/wk.

**SALARY RANGE:** \$61,817 - \$77,964

**POSTING DATE:** January 2, 2018

**CLOSING DATE:** January 31, 2018

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Reporting to the Director, Sales & Marketing, the Digital Marketing Specialist will implement strategic marketing plans, content creation for digital marketing, social media, traditional marketing, brand awareness, media relations, and communications to promote Exhibition Place to planners, organizers, attendees and public.

#### Major Responsibilities:

- Develop, and implement digital marketing including, but not limited to: website design, content and updates, mobile site, apps, blogs, corporate and sales videos, photography, digital advertising, graphic design, and online presence, etc. for Exhibition Place, Beanfield Centre, Enercare Centre and Exhibition Place Planner sites. (Excluding any content related to the Board and Records & Archives).
- Develop and implement all social media marketing and social community engagement on a variety of platforms including Facebook, Twitter, Instagram etc.
- Listen to and monitor all social platforms and media feeds for Exhibition Place items trending, including meetings and exhibitions industry, media coverage etc. and generate monthly reporting and analytics.
- Create and implement the messaging and creative for the outdoor pixel boards, digital outdoor advertising, desktop player, photo and video library.
- Write and distribute press releases, editorial content and event listings, follow-up with media outlets and prepare monthly reports of media coverage.
- Develop and implement the advertising plan, including advertising placement in digital and print, advertorial, photography, collateral materials, develop and monitor ad budget, and liaise with external suppliers.
- Participate in the development of the annual strategic marketing plan including digital marketing, social marketing, media relations, and brand management.
- Research and analyze competitive set marketing strategies and digital marketing trends.
- Coordinate special marketing projects, and other duties as assigned.

#### Key Qualifications:

1. Several years' experience in communications, managing online communities, content creation or journalism.
2. Self-starter who is able to take initiative, set priorities, multi-task, possess time management skills, create a strategic vision, meet deadlines, anticipate trends and business needs and liaise with different internal/external departments.
3. Progressive work experience with knowledge of digital marketing, website development, social media and community engagement, analytical research, advertising and media relations.
4. Excellent skills in written/verbal communication and interpersonal relationships.
5. Knowledge of Adobe InDesign / Photoshop / Illustrator/iMovie/ Social media platforms.
6. Ability to be flexible in the scheduling of full time work hours to allow for social media coverage on weekdays and weekends.

#### How to Apply:

To apply for this position, mail, fax, e-mail or hand deliver resume/application and cover letter which describes your qualifications in relation to the qualifications required to: P Woods, Human Resources Consultant, 100 Princes' Boulevard, Suite 1, Exhibition Place, Toronto, Ontario, M6K 3C3. Fax (416) 263-3690 or by e-mail to [humanresources@explace.on.ca](mailto:humanresources@explace.on.ca)

Exhibition Place is committed to fostering a positive and progressive workforce. We will provide equitable treatment and accommodation to ensure barrier-free employment.

In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act and Exhibition Place's Accommodation Policy, a request for accommodation will be accepted as part of Exhibition Place's hiring process.

If you are invited to participate in the recruitment process, kindly provide your accommodation needs in advance. Please be advised that you may be requested to provide medical/other documentation to Human Resources to support your request for accommodation.

We thank all applicants, however, only those who meet the minimum qualifications will be considered for review.

