

Marketing Specialist



Position Summary

Under the general supervision of the Vice President, Journals, the Marketing Specialist is responsible for planning and implementing the marketing strategy for projects in the Journals Division and P-Shift, UTP's XML workflow and DAM integration project.

Duties and Responsibilities

Marketing Journals

Planning and implementing marketing activities for 8-10 journals.

- developing marketing plans and budgets based upon an evaluation of each journal
- conducting market research and assessment of promotional opportunities
- monitoring budgets and arranging for client billing
- writing and designing brochures, webpages, and other promotional pieces
- implementing direct e-mail campaigns – writing and designing messages, sourcing lists, deploying messages, and analyzing results
- contributing to social media sites (Facebook, Twitter, etc.) and divisional website
- developing reader, author, editor feedback surveys and analyzing response
- organizing conference exhibits
- preparing marketing activity reports for internal and external use
- managing relationships with media and event organizers to facilitate promotional agreements

Marketing P-Shift

Planning and implementing marketing activities for P-Shift.

- developing marketing plan and budget
- conducting market research and assessment of promotional opportunities
- writing and designing brochures, webpages, and other promotional messages
- implementing direct e-mail campaigns – writing and designing messages, sourcing lists, deploying messages, and analyzing results
- contributing to social media sites (Facebook, Twitter, LinkedIn, etc.) and P-Shift website
- organizing conference exhibits and possibly attending conferences
- preparing marketing activity reports
- researching and evaluating customer relationship software (CRM); migrating existing data to chosen CRM software and setting up system users

Qualifications Required:

Graduation from a University level program in marketing program, or completion of a business degree with a marketing focus, or equivalent combination of education and experience required.

At least three (3) years marketing experience; demonstrated research and communication (written and verbal) skills; experience with social media and online marketing techniques; good understanding of current best practice relating to unsolicited e-mail messages. Knowledge of MS Word, MS Excel, MS Outlook, and various web browsers required. Familiarity with Word Press, InDesign, Photoshop, HTML, XML, and Adobe PDF an asset.

Excellent interpersonal skills, oral and written communications skills, organizational ability, deadline orientated, creative and innovative.

Note: this is a 6 month contract position at our Dufferin & Steeles location. Please reply stating salary expectations.