



Social Media and Digital Advertising Coordinator

Full-Time, 1.0 Full-Time Equivalent (FTE), Permanent

POSITION SUMMARY

As the Social Media and Digital Advertising Coordinator, you are responsible for producing high-quality, original, strategic social media content while also executing and optimizing paid digital advertising efforts. This is a hands-on, execution-focused role that blends creative content production with performance-driven advertising work.

Approximately 70% of this role focuses on organic social media content, with 30% dedicated to digital advertising, particularly during peak recruitment cycles. The successful candidate will be both a strong visual storyteller and a disciplined, detail-oriented marketer who is comfortable working with data, analytics, and advertising platforms.

This role requires excellent judgement, strong writing skills, technical proficiency in video production and editing, and the ability to manage priorities across creative and analytical workstreams.

KEY AREAS OF RESPONSIBILITY

Social Media Content Planning (25%)

- Plan social media content collaboratively with the Assistant Director of Marketing and Communications and the cross-departmental Social Media Working Group.
- Translate shared priorities, campaign direction, and institutional goals into a clear, actionable content calendar.
- Proactively identify additional story opportunities and bring forward creative concepts that support recruitment, brand, and engagement goals.
- Conduct ongoing trend research and environmental scans to inform planning and keep content competitive and relevant.

Content Creation and Execution (50%)

- Capture high-quality photo and video content at events, interviews, and planned shoots demonstrating strong understanding of lighting, framing, pacing, and audio.
- Edit videos with professional-grade software; ability to produce polished, platform-appropriate short-form content (Reels, TikTok, Stories, YouTube Shorts, etc.)
- Create visually appealing graphics using Canva or Adobe Creative Cloud.
- Create clear, engaging, accurate captions that reflect the CMU brand voice and accessibility standards.
- Produce content efficiently and independently, meeting deadlines without requiring frequent revisions.

Digital Advertising Execution and Optimization (25%)

- Build, execute, and optimize paid digital advertising campaigns across platforms such as Google Ads, Meta Ads, TikTok Ads, and others as required.
- Implement audience targeting strategies including interest targeting, remarketing, custom audiences, and lookalike audiences.
- Apply UTM parameters and follow established naming and tracking conventions.
- Monitor campaigns weekly, adjusting budgets, audiences, placements, and creative rotation to improve performance.
- Troubleshoot performance issues and escalate insights, risks, or opportunities.



Analytics, Reporting, and Performance

- Monitor KPIs for both organic social content and paid advertising campaigns.
- Produce regular performance reports.
- Analyze traffic and user behaviour in GA4 to assess campaign impact and user journey.

Community Management and Brand Stewardship

- Monitor institutional social media accounts daily and respond promptly and professionally to comments, messages, and inquiries.
- Exercise strong judgment in reputational risk and escalate issues when appropriate.
- Uphold brand standards in all content and advertising, ensuring accuracy, consistency, accessibility, and ethical communication.

Cross-Campus Collaboration

- Participate actively in the Social Media Working Group, sharing insights, performance updates, and recommendations.
- Collaborate with colleagues across campus to gather stories and assets.
- Work closely with the Assistant Director of Marketing and Communications to align content and advertising execution with broader strategies.

WORKING CONDITIONS

This position works in a fast-paced, multi-deadline environment with responsibilities and workload that adjust around recruitment seasons, major campus events, and institutional communications needs. Occasional evening or weekend work is required for content capture at events.

WHAT YOU OFFER

Education

- Bachelor's degree or equivalent education and demonstrated professional experience in communications, marketing, media, journalism, or a directly related field.

Knowledge/Skills/Abilities

- Minimum 1-2 years of professional experience managing social media for an organization or brand.
- Demonstrated experience executing paid digital advertising campaigns.
- Proficiency video editing software is required; experience with broader Adobe Creative Cloud is an asset.
- Strong visual storytelling skills, with the ability to independently capture and edit high-quality photo and video content.
- Strong writing skills with attention to tone, clarity, and brand voice.
- Working knowledge of GA4, UTM tracking, and platform analytics dashboards.
- Strong organizational skills and ability to manage multiple priorities and deadlines.
- Sound judgement and awareness of reputational considerations when representing an institution publicly.
- Ability to work independently while collaborating effectively across teams.
- Certifications in Google Ads, Google Analytics, or Meta Ads are considered assets.



WHAT WE OFFER

- Extended Health, Dental, & Vision Benefits
- Employer Matching Defined-Contribution Pension Plan
- Comprehensive Paid Time Off
- Tuition Scholarship Benefit Program for eligible employees and dependents
- Employee and Family Assistance Program
- Free Meal Program
- Free Onsite Parking

HOW TO APPLY

We want to learn more about you! Please submit your cover letter and curriculum vitae to humanresources@cmu.ca. We appreciate all applicants for their interest; however, only those selected for an interview will be contacted.

Closing Date: Open until filled.

Canadian Mennonite University is committed to employment equity while ensuring our recruitment process is barrier free. Applications are encouraged from members of equity-seeking communities including women, Indigenous people, racialized people, people with disabilities, and people of all sexual orientations and genders.

If there are ways we can make this process more accessible for you, please let us know. You can contact us confidentially at humanresources@cmu.ca to discuss accommodations at any stage of the hiring process.