



Content Marketing Specialist

Hours: 0.5 to 1.0 FTE
Wages: To scale
Beginning Date: January 2025
Email: Please submit your CV to hr@prairie.edu

POSITION MISSION:

The position of Content Marketing Specialist will be responsible for creating, curating, and managing high-quality content across various platforms, with the goal of driving brand awareness, engagement, and lead generation. As a key member of the marketing team, you will work closely with other departments to create content that aligns with our overall marketing strategy and resonates with our target audience.

DUTIES AND RESPONSIBILITIES:

- Work with the Managing Director of Marketing and Enrollment to develop and execute a comprehensive content marketing strategy.
- Manage and grow the company's presence across social media platforms (Facebook, LinkedIn, Twitter, Instagram, etc.), including posting, scheduling, and interacting with followers.
- Capture high-quality, on-brand images for a variety of content, including social media, websites, blogs, product shots, events, and marketing campaigns. Ensure that all photography aligns with brand aesthetics and guidelines.
- Develop creative content that tells a story through photography and video content.
- Assist with video footage and/or photos at Prairie College events.

QUALIFICATIONS:

- Knowledge of and adherence to Prairie's mission, vision, core values, statement of faith, and community covenant.
- Maintains an active, personal relationship with Jesus Christ.
- Diploma or Bachelor's degree preferred or equivalent combination of education and experience.

KNOWLEDGE, SKILLS & ABILITIES:

- Ability to create and edit video content.
- Ability to capture and edit photos.
- Familiarity with major social media platforms.
- Aptitude and familiarity with computers and design software.
- Be an independent, self-motivated, and confident team player.
- Excellent communication skills



ACCOUNTABILITY:

- Reports to the Managing Director of Marketing and Enrollment

In accordance with the standards of the government, preference will be given to qualified applicants who hold Canadian citizenship or are a permanent resident of Canada.

Prairie's goal is to close the search process as soon as a qualified applicant is found. However, applications will be received until the position has been filled by a qualified person.