



Indigenous Marketing Solutions  
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## **Job Title: Marketing Manager**

### **Overview:**

Indigenous Marketing Solutions is seeking a highly motivated and creative Marketing Manager to set the strategy for marketing and communications for our internal and external clients, build and implement digital sales campaigns, develop and execute digital and social media plans, manage websites, and build internal digital media capacity within Naut'sa mawt and Stz'uminus Education Society.

The ideal candidate will have experience working with First Nations, strong project management skills, experience training and managing employees, and a deep understanding of social media platforms, digital advertising, website CMS, and SEO.

This is fulltime position with normal working hours of 8-4 Monday to Friday. We have a flexible work environment and remote working options. The candidate will be required to work on-site 8 days per month with Stz'uminus Education Society

### **Key Responsibilities:**

#### **Set the strategy for marketing and communications:**

- Collaborate with cross-functional teams, to develop and implement marketing and communication strategies that are aligned with the vision and values of the organization, and consistent with the unique branding and messaging needs of multiple departments and clients.
- Develop and implement internal marketing processes and procedures for NRG and Stz'uminus Education Society.
- Stay up-to-date with digital and social marketing trends and provide recommendations for new initiatives and campaigns.

#### **Build and implement marketing campaigns:**

- Collaborate with sales and business development teams to create and implement social and digital selling strategies to drive business growth and revenue in alignment with overall sales strategies.
- Manage multiple internal digital marketing campaigns, including email marketing, lead nurturing, digital advertising, and customer retention campaigns.
- Analyze and report on digital media metrics, website traffic, and SEO performance and use data-driven insights to optimize performance.

#### **Develop and execute digital and social media plans:**

- Develop and execute digital and social media strategies for internal and external clients, with a focus on the First Nations community.

- Manage social media editorial calendar and oversee the development of engaging content for multiple platforms, including Facebook, Twitter, Instagram, and LinkedIn.
- Collaborate internally, including with graphic designers, photographers, artists, and writers, to develop original, proprietary social media resources, graphics, and templates.
- Monitor online reviews and reputation management across social media channels, responding to comments and concerns as needed.

**Website Management:**

- Update and modify CMS themes and templates to meet project requirements.
- Create and manage website content, including blog posts, news updates, and other relevant content, and optimize it for SEO.
- Manage website content using CMS and update website themes and front-end development, ensuring the website is up-to-date and user-friendly.
- Develop and execute SEO strategies to improve website ranking and drive traffic, including keyword research and on-page optimization.

**Build internal digital media capacity:**

- Build social media and digital media capacity within NmTC, NRG, and Stz'uminus Education Society to enable staff to implement departmental social media plans, develop internal content, and use templates in accordance with digital marketing policies.
- Develop and deliver digital media workshops to support professional development of Member Nation communications staff.

**Requirements:**

- Bachelor's degree in Marketing, Communications, or equivalent experience.
- Minimum of 3 years of experience in digital marketing, social media management, website content management, and SEO optimization.
- Proven ability to build capacity in team members
- Excellent written and verbal communication skills.
- Strong project management and organizational skills.
- Knowledge of website CMS and front-end development is an asset.
- Familiarity with social media advertising and analytics tools is preferred.
- Experience working with First Nations communities is a plus.

If you are a creative, detail-oriented individual with a passion for digital marketing, social media, and website management, we encourage you to apply for this exciting opportunity.