

CyberNB | CIPnet invites applications for the position of:

Digital Marketing Coordinator

Job Type: Full-time, Permanent

Salary range: \$40,000 to \$46,000

Application deadline: Friday, August 6th

Canada's preeminent cybersecurity organization – a collaborative, steadfast and objective non-profit – is looking for that rare individual with a passion for excellence that is driven to create a brand legacy. We are looking for a Digital Marketing Coordinator to support our growing operations in Canada.

We're on the hunt for a passionate digital marketer that is customer-centric who is passionate about creating positive and engaging user experiences, growing digital audiences, and has a good understanding of marketing strategy, google analytics, organic growth strategy, social media, and content marketing to drive CyberNB | CIPnet's mandate and supports its four-pillar strategy: Workforce & Skills, Trust & Compliance, Innovation & Infrastructure, and Growth & Commercialization.

We want a dynamic digital marketer to:

- Create, edit, and promote engaging digital content to achieve strategic program objectives in accordance with web content and social media best practices.
- Assist in the development, execution, measurement and reporting of digital marketing campaigns and initiatives in support of CyberNB's digital marketing strategy.
- Support in the planning and delivery of strategic marketing plans, including the development and execution of tactics, follow-ups, measurement, and post-campaign reporting.

Requirements:

- College diploma or university degree in marketing or communications preferred
- 1-3 years of experience in marketing, communications, graphic design, or digital media production is required.
- Recent experience with all major social media platforms (Instagram, Facebook, Snapchat, Twitter and YouTube, Twitch & Reddit) is required.
- Experience developing marketing automation flows and audience personas in HubSpot.
- Experience with social relationship management software, Google Analytics, Sprout Social, Google ad words, the Adobe Suite, and online advertising would be an asset.
- Knowledge of HTML, CSS and web development tools and SEO optimization
- Excellent relationship-building, diplomacy, and communication skills.
- Resourceful and a self-starter.

Nice to have but not required:

- Agency and/or B2B experience

- Video Content Creation experience
- Bilingualism (English and French)

We offer:

- Amazing work environment (flexible, hybrid-remote, in-person) This role will report to the Marketing Communications Director and be based out of our Fredericton office.
- Benefits
- 4 weeks vacation
- Mandate that supports 'doing good' for the right reasons – every day

To apply:

Send us a cover letter telling us how you meet the expectations of this role and what makes you stand out from the rest, as well as a resume/CV to info@cybernb.ca.