



**YMCA of  
Hamilton | Burlington | Brantford**

### **Digital Marketing Specialist**

Hamilton Downtown Family YMCA – Marketing & Communications Department  
79 James Street South  
Hamilton, Ontario, L8P 2Z1

**Starting Salary:** \$48,000.00 - \$52,000.00 annually

**Position Status:** Full Time Permanent, with benefits and a complimentary YMCA membership and a hybrid work model

**Placement:** Immediate

**Why work at the Y?** Our work environment is defined by respect, teamwork, opportunities for personal and professional growth and investments in the health and wellness of the people who are part of that team. We offer an array of total rewards to recognize loyalty, longevity, and passion for the work we do:

- Paid Vacation Entitlements that increase with seniority (subject to eligibility)
- Competitive total compensation packages
- Group health and benefits plans (includes medical, dental, and prescription medication, subject to eligibility)
- Generous pension plans with employer matching
- Free YMCA Health & Fitness Memberships
- Reduced rates for YMCA Child Care, Camp, and Child & Youth programs (subject to eligibility)

### **Nature & Scope**

The Digital Marketing Specialist is responsible for the creation and execution of digital ad campaigns and optimizing the YMCA's SEO and SEM presence and opportunities. The incumbent will come with experience working in digital marketing and a high level of interest in working with the YMCA as a charitable organization.

The Digital Marketing Specialist position is reporting to the General Manager, Marketing & Communications.

### **Responsibilities:**

- Lead the creation and execution of paid digital programs and campaigns including online advertising, website management (e.g. Google AdWords, Social Media platforms) in support of revenue growth, special events, content, or fundraising initiatives
- Support ongoing management of digital touch points, including tracking, reporting and analyzing website analytics
- Identify powerful keywords to drive key audience traffic
- Make recommendations for new campaigns and ways to scale or maximize existing campaigns
- Execute tests, collecting and analyzing data, identifying trends and insights i to achieve maximum ROI in paid search campaigns
- Perform on-going paid keyword discovery and optimization

## **Apply Now**

If you are interested in this position, please submit your letter of application and resume, **along with salary expectations**, by **Tuesday, January 31, 2023**, attention:

**Kate Walton**  
**General Manager,**  
**Marketing & Communications**  
**Katherine.walton@ymcahbb.ca**

**We thank all applicants, however, only those considered for an interview will be contacted.**

### **Accessibility:**

The YMCA of Hamilton/Burlington/Brantford is committed to creating an inclusive environment that accommodates all individuals, including those with disabilities. We support the goals of the *Accessibility for Ontarians with Disabilities Act (AODA)* and have established policies, procedures and practices which adhere to the accessibility standards set out in the AODA. Should you require any accommodation throughout the recruitment process please do not hesitate contacting our Human Resources Department.

The YMCA of Hamilton/Burlington/Brantford is an equal opportunity employer.



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### **Responsibilities Continued:**

- Collaborate with Marketing & Communications associates to review and analyze digital performance metrics and support integrated omnichannel marketing strategies and promotions.
- Act as the marketing team's SEO/SEM expert – this will include supporting content development to optimize the YMCA in search engine results
- Liaise with digital agency relationships to manage day-to-day production and troubleshooting for digital platforms.

### **Qualifications:**

- A degree or diploma in Digital Marketing or a related field (Communications, Marketing, Public Relations)
- Experience or interest in working with a charitable organization and Google Ad Grants
- Google AdWords Search Certification or Google Adwords Analytics Certification an asset
- SEO knowledge and experience
- Experience collecting, analyzing, and using data to support the YMCA Marketing & Communications Strategy
- Strong oral and written communication skills (English)
- High attention to detail
- Experience with use of enterprise social media, content management software (CMS) and email marketing software (e.g. Constant Contact) is an asset
- Versatile interpersonal skills and the ability to collaborate in a fast-paced environment
- The ability to juggle multiple demands with competing timelines and tight deadlines
- Effective project management skills and proficiency using project management software tools [Basecamp/Teams]
- Positive can-do attitude, flexible and adaptable to changing work priorities
- Flexibility regarding assigned hours of work and location; some travel will be required
- Travel between YMCA locations will be required
- May need to physically carry equipment or materials
- Successful candidates will be required to provide a current and satisfactory Criminal Record and Judicial Matters Check as per the Association's Policy.

## **Why Work for the YMCA?**

As a charitable organization, the YMCA values the contributions of its diverse teams. We recognize the importance of providing meaningful opportunities that allow employees to grow and thrive. At the YMCA of Hamilton/Burlington/Brantford, in addition to fair wages, we offer a complimentary general membership with additional options for family participation. A comprehensive benefits program is also available to employees including a competitive and robust pension program. YMCA Employees enjoy a generous vacation entitlement that increases with seniority, as well as other paid entitlements. All employees have access to an Employee Assistance Program which provides confidential counseling and referral services as well as preventative education. Additionally, the YMCA understands the holistic needs of its employees is equally important and attempts to support these goals by offering a variety of staff discounts on the programs and services that support good health and strong families. We look forward to welcoming you to the YMCA.



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### **Competencies:**

#### **Communications**

Communicates in a thorough, clear and timely manner and supports information sharing and goal achievements across the YMCA.

#### **Commitment to organization and values**

Demonstrates and promotes a personal understanding of and appreciation for the mission, vision, outcomes and values of the YMCA.

#### **Leadership**

Motivates and inspires self and others to take action to achieve desired outcomes.

#### **Teamwork**

Actively builds teams and encourages open relationships for maximum organizational effectiveness

#### **Relationship Building and Collaboration**

Builds positive interactions both internally and externally to achieve work related goals.

#### **Creativity and innovation**

Develops new ways or adapts existing ideas to improve programs and service.

### **Internal Applicants:**

The YMCA of Hamilton/Burlington/Brantford encourages employees within the Association, as well as those employed within the Canadian YMCA/YMCA-YWCA Federation to submit their application.

Please note that in so doing, the YMCA of Hamilton/Burlington/Brantford reserves the right to contact the applicable YMCA or YMCA-YWCA for purposes of seeking an employment reference throughout the recruitment process.

Please ensure that prior to submitting your application that you have disclosed to your current supervisor, your intention to submit your application. By submitting your application, you understand and agree to allow the YMCA of Hamilton/Burlington/Brantford to contact your current Association.

## **Organizational Overview:**

As one of the largest charitable community service organizations in Canada, the YMCA of Hamilton/Burlington/Brantford responds to critical social needs in the community and works to provide solutions. By nurturing the potential of children, youth and adults, the YMCA connects people to life-building opportunities, to each other and enhances their quality of life. We foster social responsibility and healthy living. The YMCA works collectively with community partners that share the YMCA's determination in strengthening the foundations of community for all people

This position requires a commitment to the YMCA mission and core values of: Belonging, Caring, Honesty, Respect and Responsibility, as well as a commitment to building developmental assets in children and adults. All offers of employment will be subject to the provision that the successful incumbent provides the YMCA of Hamilton/Burlington/Brantford with a current and satisfactory Police Records Check. Positions responsible for the direct supervision of children and/or vulnerable persons will be required, in addition to a Police Records Check, to provide a Vulnerable Sector Screening Report at the time of hire.



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