

## LET'S TALK SCIENCE POSITION POSTING

*Position Title:* Marketing Specialist

*Position Status:* Full-time, permanent position

*Closing Date:* Position will remain open until filled; however, applications are encouraged by 11:59 pm ET on May 8, 2024

### THE OPPORTUNITY

Let's Talk Science is an award-winning, national charitable organization focused on education and outreach to support youth development. Let's Talk Science believes equity, diversity and inclusion strengthen the community and enhance excellence, innovation and creativity. We are committed to employment equity, building a diverse workforce and accessibility for all employees and program participants. Through the creation and delivery of unique learning programs and services that engage children, youth and educators in science, technology, engineering and math (STEM), staff and volunteers support learning and skill development. Committed to inspiring and empowering youth in Canada to develop the skills they need to participate and thrive in an ever-changing world, Let's Talk Science offers programs, resources and services that motivate all ages to fulfill their potential and prepare them for future careers and roles as citizens. For close to three decades Let's Talk Science has excited and inspired children, youth, educators and volunteers in STEM, surpassing 13.8 million interactions.

We invite you to visit our website [letstalkscience.ca](https://letstalkscience.ca) to learn more about our organization including our historical and ongoing commitment to equity, diversity, inclusion and accessibility (EDIA) (<https://letstalkscience.ca/about-us/equity>). We also ask that you consider completing a brief questionnaire to help us build and measure our efforts to attract members of Equity Deserving communities to employment with Let's Talk Science at <https://questionpro.ca/t/AB3unpnZB3uwj1>.

### Benefits and Perks of Working at Let's Talk Science

- Competitive salary and flexible hours
- Remote work option that enables you to join us anywhere in Canada with support for set-up and connectivity
- Starting with 3 weeks' annual vacation plus a 2-weeks paid closure over the December–January holiday period
- Comprehensive group benefit package, including health, dental, vision, life and critical illness
- Training to support our commitment to EDIA

### POSITION

The Marketing Specialist collaborates to manage campaigns and create content and promotional materials to increase awareness about our programs and resources across all our channels to drive national program registration growth and awareness to help us meet our strategic priorities. The incumbent will craft and execute cutting-edge marketing strategies aligned with Let's Talk Science's strategic objectives.

#### Responsibilities:

##### Marketing Planning

- Develop go-to-market plans for assigned campaigns consisting of integrated mediums such as email, social media, print and web for programs and events
- Work in conjunction with other Marketing and Communication team members to develop the quarterly social media calendar for assigned campaigns
- Manage work with external service providers including, but not limited to, agencies, print and graphic design companies, and translation services

##### Creative Campaign Development and Delivery

- Research, plan and prepare creative concepts for marketing tactics (including, but not limited to e-newsletters, advertisements, websites, emails, videos, and digital ad campaigns)
- Write and edit content, for email campaigns and advertising copy for print and social media
- Maintain website pages for all programs within the assigned projects
- Review communications materials drafted by program staff for quality, consistency and branding

### **Analytics & Analysis**

- Analyze data from all platforms and utilize the information to adjust campaigns and increase conversion, demonstrate return on investment and make recommendations for areas of optimization
- Segment lists and develop automated workflows based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.)
- Prepare regular reports to evaluate effectiveness and inform future strategies

### **Requirements/Qualifications**

- Post-secondary education in a related field and at least 2 years of relevant experience; equivalent education or demonstrated experience will be considered
- Professional certifications in Social Media Marketing, Analytics, Pay-Per-Click (PPC), or a related field will be considered an asset
- Proven ability to deliver consistently strong measurable results across paid and organic digital acquisition techniques
- Demonstrated experience with social media strategy, content management, performance measurement, and platform management
- A data-driven mind with the ability to analyze metrics and make sound recommendations for improvements
- Proficient in HTML, Drupal, Google Ads, MailChimp, Microsoft Office, and Adobe Creative Cloud
- Active participant on Twitter, LinkedIn, Facebook, and Instagram
- Experience and comfort working with translation processes (English/French) will be considered an asset

### **Skills and Abilities**

- Excellent relationship skills
- Excellent writing/creative writing and editing skills
- Ability to be flexible and work with multiple evolving projects at the same time
- Exceptional attention to detail with excellent planning and time management skills
- Ability to work independently and in an environment with ambiguity
- Capacity to manage competing priorities and meet tight deadlines
- Ability to troubleshoot and resolve problems quickly
- Strong organizational and project monitoring skills
- Ability to work outside of regular hours on occasion
- Bilingual (English and French) is an asset

### **Working Relationships**

- Reports to the Director, Marketing and Communications
- Works closely with other Marketing and Communications team members and Program Teams
- Collaborates regularly with staff across the organization

Let's Talk Science has paused the enforcement of our mandatory COVID-19 Vaccination Policy. We will continue to strongly recommend vaccination; we will monitor and follow the scientific research but will not require that any new staff be vaccinated for COVID-19 as a condition of their employment. Please note that the policy will continue to exist and may be enforced again in the future if warranted.

Interested candidates should submit their resume and cover letter (including salary expectations) quoting "Marketing Specialist" as outlined below by 11:59 pm ET on May 8, 2024 to:

Shawna Agathos

Human Resources Generalist, Let's Talk Science  
1510 Woodcock Street, Unit 8 London ON N6H 5S1  
Or via email: [hr@letstalkscience.ca](mailto:hr@letstalkscience.ca) (please submit all documents in one pdf file)  
FAX: (519) 474-4085

### **Equity Statement**

*Let's Talk Science is committed to implementing the Calls to Action framed by the Truth and Reconciliation Commission. We acknowledge the shared lands we live and work on across Canada and that our national office is situated on the traditional territory of the Haudenosaunee, Wyandot and Anishinaabe.*

*Let's Talk Science values the diverse and intersectional identities of its stakeholders and staff. Let's Talk Science believes equity, diversity and inclusion strengthen the community and enhance excellence, innovation and creativity and is committed to accessibility for all employees. We are committed to employment equity and building a diverse workforce reflective of Canadian society that will enrich our work and learning environment. Let's Talk Science seeks applicants who embrace our values of equity, anti-racism and inclusion. As such, we encourage applications from candidates that have been historically disadvantaged and marginalized, including applications who identify as First Nations, Métis and/or Inuit/Inuk, Black, racialized, a person with a disability, women, and/or 2SLGBTQ+.*

*All qualified applicants are encouraged to apply; however, in accordance with Canadian immigration requirements, Canadian citizens and permanent residents will be given priority. We are committed to providing accommodation to those with a disability or medical necessity. If you require an accommodation in order to participate in the recruitment process, please notify us and we will work together on the accommodation request. We thank everyone for their expression of interest and are truly appreciative of the time individuals put into applying. However, with the limitations on time only those selected for an interview will be contacted.*