



Centre Canadien d'Architecture / Canadian Centre for Architecture

JOB DESCRIPTION

Job Identification

Job title:	Digital Engagement Manager
Division:	Digital
Immediate superior:	Associate Director, Digital
Status:	Contractual, full time
Duration:	3 years
Posting period:	December 19 to January 19, 2018
Starting date:	February 2018

Job Summary

The responsibilities of this job include the development, implementation, and management of CCA's digital communications initiatives, strategically aligned with all forms of online traffic-driving activity. The incumbent will work closely with the Curatorial and Communications teams to implement a global social media strategy and data-led online marketing campaigns, to grow the CCA's audiences, and increase engagement, loyalty, attendance and brand awareness. She/he will be expected to be an influential voice for best practices in digital communications and social media with the innate ability to inspire, build momentum and get things done collaboratively, across divisions.

Main Job Responsibilities

Digital engagement

- Contributes to the digital engagement strategy for digital marketing campaigns and social media activities
- Liaises and collaborates with the Communications division for the strategy's implementation – coordinates production, schedules, budgets and external services
- Employs the digital "voice," managing its tone, use and articulation – working closely with the Communications division – to ensure that it is consistent across all digital communications tools
- Ensures an engaging, effective, conversational, and fully data informed approach in digital communications, and best practices in terms of audience analysis and insights
- Contributes to a portfolio of data analytics services and internal dashboards, which tracks and monitors campaigns, to deliver insight on audience metrics and behaviour, for all divisions that receive reporting in real time
- Develops strong working relationships with key staff members, including, but not limited to: Digital, Communications, Publications, Programs, Research, Collection,



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Administration and Development, to achieve a deep understanding of their needs and priorities and to ensure digital communications tools are being used to maximum potential and advantage

Digital content management

- Manages content posting and strategic community interactions across all social media platforms; quickly identifies trends, and engagement opportunities to insert the brand in
- Briefs production partners and/or internal counterparts to produce digital-first audio-visual content
- Plans content distribution and makes recommendations based on proven tactics and latest trends in terms of traffic-driving activity across social media and digital advertising
- In collaboration with our copyright officer, ensures that content and delivery is within the CCA's rights management guidelines

Online presence

- Proactively invests in understanding our target audiences; what they're interested in, what they're talking about and what channels they use when it comes to social media
- Follows target influencers, analyzes their positions and keeps the Digital, Communications and Publications teams informed
- Keeps abreast of emerging digital engagement and social media trends

Job qualifications required

- Education: University degree in communications, marketing, public relations, journalism or a comparable field or equivalent work experience
- Number of years of relevant work experience: 3 to 5 years of experience in social media management, in ad traffic networks and digital marketing campaigns management with proven track record of success — ideal experience includes working for a cultural institution with an international outreach and/or in architecture

Competencies

- Excellent knowledge of spoken and written French and English, with experience in writing copy for social media
- Proven experience in audio-visual content production
- Proficient with social media publishing technologies/platforms as well as web-related practices, analytics and monitoring tools
- Google Analytics certifications an asset
- Knowledge of MS Office-type suite, Photoshop, Adobe InDesign an asset



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- Excellent time-management skills
- Ability to work under pressure and within tight deadlines; good stress management skills
- Experience with museum-centric systems and principles such as collections management/digital assets management, digital exhibitions an asset
- Schedule flexibility

Please submit your application by email (rh@cca.qc.ca) before January 19, 2018 to the attention of Human Resources of the Canadian Centre for Architecture located at 1920 Baile Street, Montreal (Quebec) H3H 2S6. Only successful applicants will be contacted. Please do not call.

The CCA is an equal opportunity employer