



As we continue to grow and expand our reach, we are seeking a dynamic and passionate **Marketing Specialist** to join our team.

More about this position:

<b>Overview</b>	The Marketing Specialist will play a pivotal role in developing and implementing comprehensive marketing strategies, leveraging various channels such as social media, Google Ads, Analytics, email campaigns, and print advertising, while actively seeking opportunities to better reach the people of Saskatchewan.
<b>Key Responsibilities</b>	<ol style="list-style-type: none"> <li>1. Social Media Management. Develop and execute social media strategies, create tailored content, and actively engage with the community to enhance brand visibility and engagement.</li> <li>2. Google Ads and Analytics. Plan, create, and manage Google Ads campaigns, analyze performance with Google Analytics, and adapt strategies based on industry trends for maximum reach and impact.</li> <li>3. Email Campaigns. Design and execute targeted email campaigns, create engaging content, implement segmentation strategies for personalized content, and optimize campaign effectiveness by monitoring email performance metrics.</li> <li>4. Print Advertising. Collaborate with the marketing team and department heads to create visually appealing print materials, plan and execute local print advertising campaigns, and actively monitor and adjust the effectiveness of print strategies.</li> <li>5. Audience and Outreach. Conduct market research to identify growth opportunities, explore innovative ways to connect with the target audience, and establish partnerships and collaborations to extend our reach within the community.</li> <li>6. Support and maintain a positive team culture in alignment with Amity Trust's vision, mission, and values.</li> </ol>
<b>Qualifications</b>	<ol style="list-style-type: none"> <li>1. Bachelor's degree in Marketing, Communications, or a related field, is beneficial.</li> <li>2. Proven experience in developing and implementing successful marketing strategies.</li> <li>3. Strong proficiency in social media management, Google Ads, Analytics, and email campaigns.</li> <li>4. Excellent written and verbal communication skills.</li> <li>5. Creative mindset with the ability to think outside the box.</li> <li>6. Strong analytical skills to assess campaign performance and adjust strategies.</li> <li>7. Ability to work independently and collaboratively in a small team environment.</li> </ol>
<b>Reporting Relationships</b>	Waldheim Branch Manager
<b>Working Conditions</b>	Location: Waldheim office. Hours: Up to 22.5 hours/week.

Salary and benefits will be commensurate with training and experience of successful applicant. Interested applicants are invited to send their resume and cover letter to [jobs@amitytrust.ca](mailto:jobs@amitytrust.ca).