

## Executive Responsibility Outline: IT & Digital Marketing Manager

### **Overview of IT & Digital Marketing Manager**

The IT & Digital Marketing Manager will implement TSCPA's Social Media marketing. Administration includes content strategy, develop brand awareness, generate inbound traffic and cultivate leads and sales. The IT & Digital Marketing Manager is a highly motivated individual with experience and a passion for designing and implementing TSCPA's content strategy, creating relevant content, blogging, community participation and leadership. This position is an executive position and led by both the Chief Information Officer (Operation) and Marketing Director (Marketing).

### **Responsibility**

- Build a stronger TSCPA image at UTSC via Facebook, twitter or other new social media
  - Manage and create TSCPA Social Media Campaign combining with membership data and registration data
  - Maintain a constant posting and sharing frequency for TSCPA posts as well as UTSC/ job related posts.
- Content Writing (both written and instant pictures posting) for Facebook Page, Twitter and UTSC Intranet Announcement
  - Events and/or general posts writing only
  - Frequent twitting
- Customer Service Reps for Facebook
  - Respond to messages to Facebook page
- Support Special IT Projects
- Website Edit (Wordpress and Weebly)
- Infographic design for social media promotion

### **Qualification**

- Current Student at UTSC
- Strong Written skills in English
- Proficiency in both Facebook Page and Twitter, knowledge in Instagram will be a plus
- Communicative and creative
- Proficiency in Adobe Photoshop and/or Illustrator is preferred