

POSTING NOTICE

COMPETITION #: SC-334-2627

POSTING DATE: October 28, 2026

CLOSING DATE: November 6, 2026

CLOSING TIME: 12:00 PM

POSTED: INTERNAL / EXTERNAL

POSITION TITLE: Coordinator, Digital Marketing

CLASSIFICATION: Field

SALARY: Level 7, Non-Instructional Salary Grid

LOCATION: Melfort, SK

START DATE: As soon as possible

HOURS: 1950 hours per annum / 37.5 hours per week

STATUS: Permanent / Full-Time

IMMEDIATE SUPERVISOR: Jenna Niebergall, Manager, Public Relations & Marketing

Applications including Resume & Cover Letter to humanresources@suncrestcollege.ca

POSITION SUMMARY:

Lead and optimize Suncrest College's digital presence by managing the website ecosystem and improving online learner experiences across recruitment, enrollment, and student engagement channels. This position combines website strategy, user experience, digital marketing execution, analytics, conversion optimization, and digital content production to support Student Enrollment Management & Marketing (SEMM) priorities, institutional growth, and learner success.

The position will also create and maintain a range of digital and print marketing materials, using Adobe Creative Cloud applications to produce professional, accessible, and brand-aligned communications. This includes digital advertising, promotional materials, publications, reports, presentations, and other institutional communications.

JOB DUTIES AND RESPONSIBILITIES:

1. Website Strategy & Governance

- Act as the strategic owner of Suncrest's public-facing website and related digital platforms.
- Manage website structure, navigation, content standards, and overall user experience
- Develop and maintain website governance processes
- Lead annual website audits and optimization plans
- Coordinate website updates across departments and campuses
- Maintain accessibility, usability, and brand standards
- Improve website search functionality and content discoverability
- Develop templates and standards for program pages
- Provide training and ongoing support to program page owners
- Apply SEO principles to improve organic search visibility
- Monitor website content quality, accuracy, and consistency
- Identify opportunities to improve the digital learner experience
- Collaborate with IT on technical website requirements, functionality, integrations, and platform improvements

2. Digital Recruitment, Campaigns & Conversion Optimization

- Support Student Enrollment Management & Marketing (SEMM) priorities by developing and optimizing digital experiences, campaigns, and communications that move prospective students through the recruitment and enrollment journey.
- Collaborate with SEMM and Recruitment teams to translate enrollment strategies into targeted digital campaigns and experiences
- Develop campaign landing pages, digital advertisements, email communications, and other assets that support recruitment and enrollment goals
- Build digital pathways that guide prospective students from awareness and interest through inquiry, application, and enrollment
- Support lead generation through targeted digital advertising, landing pages, inquiry forms, and email campaigns
- Test and evaluate digital content, messaging, layouts, and calls-to-action to improve engagement and conversions
- Identify barriers or drop-off points in the enrollment funnel and recommend digital solutions
- Support automated email and digital nurture journeys where appropriate
- Ensure digital recruitment campaigns align with Suncrest College's brand, marketing strategy, and SEMM objectives

3. Digital Content, Creative Production, Social Media & Brand Execution

- Create engaging, accessible, and brand-aligned digital and print content that supports recruitment, communications, social media, and institutional priorities.
- Design digital advertising and promotional materials for social media, web, email, digital displays, and recruitment campaigns
- Create and edit publications, reports, brochures, program guides, presentations, advertisements, and other marketing materials
- Use Adobe Creative Cloud applications, including InDesign, Photoshop, Illustrator, and Acrobat, to create and edit professional marketing materials
- Adapt creative materials for different audiences, platforms, and formats
- Ensure digital and print materials meet Suncrest College brand and accessibility standards
- Support the development of video, photography, and other multimedia content as required
- Maintain organized digital files, templates, and approved creative assets
- Coordinate with external creative and production vendors as required

4. Analytics & User Experience

- Use data and user behaviour to make informed digital decisions and continuously improve the online experience.
- Manage website analytics, reporting dashboards, and performance tracking
- Analyze website traffic, search performance, user behaviour, and user journeys
- Monitor website and digital content performance and identify opportunities for improvement
- Conduct or coordinate usability testing and user research
- Monitor mobile and desktop user experiences
- Identify opportunities to improve accessibility, navigation, and content discoverability
- Produce regular digital performance insights and recommendations for leadership
- Possible tools:
 - Google Analytics & Search Console
 - CRM Reporting
 - Heatmapping and user behaviour tools
 - Dashboard and reporting software
 - SEO tools

5. AI-Enabled Marketing
 - Use college-approved AI tools to draft, adapt and personalize copy, images and video, with human review for accuracy, brand voice and accessibility.
 - Optimize website and program content for AI-powered search, including structured data, and monitor how AI tools describe Suncrest programs.
 - Apply and help develop college guidelines for responsible AI use in marketing, covering privacy, copyright, disclosure and authentic representation of learners and Indigenous communities.
 - Work with IT to evaluate new AI tools for value, security and privacy.
6. Additional Duties
 - Other duties as assigned.

QUALIFICATIONS:

1. Education & Experience
 - The minimum educational qualification for this position is a relevant diploma or bachelor's degree in marketing, communications, digital media, graphic design, web design, or a related field.
 - The minimum amount of practical, related experience required to perform the duties of this position is three to five years in website management, digital marketing, digital communications, graphic design, or digital experience.
 - Experience managing content within CMS platforms
 - Experience with website analytics and digital marketing performance measurement
 - Knowledge of SEO, accessibility, and user-centered design
 - Demonstrated experience creating digital advertising and marketing materials
 - Proficiency with Adobe Creative Cloud, particularly Adobe InDesign, Photoshop, Illustrator, and Acrobat
 - Strong document design and editing skills, including the ability to develop professional publications, reports, brochures, and other multi-page documents
 - Strong project management and stakeholder engagement skills
 - Excellent written and visual communication skills
 - Ability to manage multiple projects and competing deadlines
 - Demonstrated experience working in a cross-cultural environment.
 - Demonstrated use of generative AI in marketing, with the judgment to verify what it produces
 - Preferred Experience:
 - Experience with CRM systems and marketing automation
 - Experience with digital advertising platforms
 - Understanding of learner journeys and recruitment funnels
 - Knowledge of accessibility legislation and standards
 - Experience with video editing, photography, or multimedia production
 - Experience preparing files for professional printing
 - Experience developing annual reports, program guides, or other institutional publications
 - Experience using website optimization, heatmapping, or user-testing tools
2. Knowledge, Skills & Abilities
 - Digital marketing strategy and execution
 - Website and content management
 - User experience and conversion optimization
 - Graphic design and visual communication
 - Adobe Creative Cloud proficiency
 - AI search optimization and CASL
 - Digital advertising and campaign development
 - Data analysis and performance measurement

- SEO and content strategy
- Accessibility and inclusive design
- Project management
- Stakeholder collaboration
- Strong writing and editing skills
- Attention to detail and visual quality
- Problem solving and continuous improvement
- Ability to translate complex information into clear, engaging content
- Ability to adapt as tools change

3. Other Requirements

- Valid Saskatchewan Driver's license is required
- Satisfactory Criminal Record Check is required