



Digital Engagement and Analytics Coordinator

Positions Available: Permanent Full-Time

Compensation: Starting salary range is \$52,100 - \$65,000 (based on experience and qualifications) + Commuter Benefit + Health & Dental Benefits

Start Date: Monday, March 17, 2025 - this is flexible

Application Closing Date: Sunday, February 9, 2025

The Forks North Portage is home to a fast paced, fun and welcoming environment that is community oriented, collaborative, and innovative. The business of The Forks North Portage (TFNP) is to provide as many reasons as possible for people to live, work and play in the downtown. We are looking for individuals who share a love for our community and want to contribute to a positive visitor experience at The Forks.

The Digital Engagement and Analytics Coordinator reports to the Communications and Marketing Manager and works closely with the External Relations team to build and strengthen relationships with a wide range of stakeholders, including donors, visitors, sponsors, tenants, staff, and more. The role focusses on leveraging digital platforms such as email marketing, CRM, website/blog, and other digital tools to enhance engagement and stewardship for The Forks Foundation and its donors. If you are someone who thrives in a fast-paced environment, enjoys creating engaging digital content, and has a knack for analyzing data, we'd love to have you join our team!

The Digital Engagement and Analytics Coordinator will lead:

- **Community Engagement:** Actively engage, nurture, manage, and grow our community of email subscribers through tailored communication.
- **Content Creation and Management:** Write, schedule, and publish engaging email, blogs, and other digital content that drives participation and engagement and builds brand loyalty.
- **Reputation Management:** Monitor brand mentions, reviews, and feedback across digital platforms, and provide thoughtful recommendations to the External Relations team to help maintain a positive brand image.
- **Insights and Reporting:** Track engagement metrics (such as sentiment, follower growth, and mentions) to share insights and recommend improvements, build sponsor reports, and grow donor support for The Forks Foundation.
- **Campaign Support:** Coordinate and track the performance of digital marketing campaigns, including paid ads, social media promotions, and email marketing.
- **SEO and Website Updates:** Update website content and ensure pages are optimized for search.

The Digital Engagement and Analytics Coordinator is someone who:

- Has 1-3 years' experience in a digital marketing role or related position.
- Is proficient with email marketing tools (like Mailchimp), CRM software, web content management systems (like WordPress), and Google Analytics. Experience with SEO, or paid advertising platforms is a plus.
- Is an excellent writer with strong content creation skills, the ability to adapt tone and voice for audience, and strong attention to detail.
- Has excellent organizational skills, with the ability to manage multiple projects and deadlines in a fast-paced environment.
- Is a proactive problem-solver with a can-do attitude and the ability to find solutions independently.

Please email your resume and cover letter to hr@theforks.com to apply. Interviews will begin the week of February 18th, approximately. We thank all applicants; however, only those selected for further consideration will be contacted.

The Forks is the city's meeting place, open and accessible to all. We want our team to be reflective of the community we are honoured to call home. We are actively seeking a diverse mix of talented people who want to do their best work. The Forks North Portage as an employer is focused on equality and inclusivity in our hiring practices. We support diversity of race, gender, sexual orientation, physical or mental ability, religion, ethnicity, and nationality. We strongly encourage those who identify as BIPOC and/or 2SLGBTQ+ to apply.