



Oulton College, established in 1956, is a leader in post-secondary education in Atlantic Canada, driven by its commitment to student success. We are seeking dedicated individuals who are eager to make a lasting impact on students' lives while helping them launch successful careers. For over six decades, Oulton College has been helping students succeed in achieving their career goals. We offer training in four faculties: Health Science, Business, Human Services, and Information Technology. If you have a genuine passion for student success and are seeking a fulfilling career in the education sector, we encourage you to explore the possibilities of joining our team at Oulton College.

Oulton College is the first private college to become Degree granting in the province.

Oulton College is undergoing a massive growth phase and is poised to grow substantially over the next few years.

Senior Marketing Associate

Are you a seasoned Marketing Professional with a flair for creativity and a passion for driving results? We are seeking experienced Senior Marketing Associate to join our innovative team. If you have 3-5 years of marketing experience and a proven track record of successful campaigns, we want to see your work!

Job Description

- Lead and manage all aspects of social media marketing across platforms including Facebook, Instagram, TikTok, LinkedIn, YouTube and X.
- Develop and oversee engaging content for our website, ensuring SEO and SEM best practices are implemented.
- Utilize your exceptional communication and writing skills to create attractive newsletters, blogs, and other communication materials.
- Take charge of content management and web analytics to continuously improve our online presence.
- Collaborate with our admissions department to enhance our brand visibility, drive website traffic, and boost social media engagement.
- Leverage your expertise with CRM systems, particularly Zoho, to streamline marketing efforts and manage customer relationships effectively.

- Demonstrate your strong creative skills by producing eye-catching ads, billboards, brochures, banners, and other promotional materials.

Knowledge, Skills & Traits

- 3-5 years of marketing experience with a portfolio showcasing your best work.
- Degree or Diploma in Marketing or related field
- Proficient in managing social media platforms, SEO, SEM, and website analytics.
- Exceptional written and verbal communication skills.
- Ability to collaborate effectively with cross-functional teams, particularly the admissions department.
- Highly creative with a keen eye for design and detail.

Salary

- Annual salary competitive with industry standard
- Employee health benefits (50/50 co-pay with employer)
- Group Retirement Savings Plan with employer contribution matching
- Be part of a forward-thinking and dynamic team dedicated to innovation and excellence.
- Opportunity to showcase and expand your creative skills.

Job Type

Full-time, on-campus in Moncton

If you are a creative and results-driven marketing professional ready to take your career to the next level, we want to hear from you! Submit your resume along with samples of your marketing work to careers@oultoncollege.com