



MANITOBA MÉTIS FEDERATION

DIGITAL MARKETING SPECIALIST

January 29, 2024

Posting #23-05-005

The Manitoba Métis Federation (MMF) is the National Government of the Red River Métis - also known as the Manitoba Métis. The Red River Métis are Canada's Negotiating Partners in Confederation and the Founders of the Province of Manitoba.

The MMF seeks to fill **one full-time Digital Marketing Specialist** position within our **Communications Department** located at **150 Henry Ave** in **Winnipeg, MB**. The Digital Marketing Specialist will be responsible for helping maintain the MMF's brand by working on digital marketing campaigns. The Digital Marketing Specialist will also be responsible for performing market research, strategizing, and creating content to aid in the success of marketing campaigns.

Job Duties/Competencies:

- Work collaboratively with the team to implement and execute our digital marketing strategies;
- Develop, plan, and execute paid digital marketing strategies and initiatives, including paid social media, search, and display advertising campaigns;
- Build digital engagement and SEO strategies with an understanding of the user journey across all brand touchpoints;
- Write and develop content for websites, email, social media, Google search copy, ALT text, and more;
- Monitor, track, evaluate, and optimize campaign performance;
- Compile briefs for Director;
- Lead media buying initiatives under the direction of the Director.

Skills and Qualifications:

- Degree in marketing, rhetoric/writing, communications, or related field;
- Minimum one year in-field experience;
- Knowledge of Search Engine Marketing, Search Engine Optimization, keyword research and Google Analytics;
- Experience using Hootsuite and Asana is considered an asset;
- Excellent communications skills with a strong emphasis on written and verbal communication;
- Experience working with boards and/or committees is preferred;
- Experience working for a not-for-profit organization and Indigenous community is an asset;
- Knowledge of Métis culture, MMF programs and services is a definite asset; and,
- Ability to travel, valid Manitoba Driver's license with access to a reliable vehicle.

We offer a comprehensive benefits package including; health, dental, vision, pension, and vacation. Access to an on-site fitness facility as well as an in-house restaurant is available.

Please submit your resume and cover letter, referencing the job posting number by Monday, February 12, 2024.

The MMF requires a satisfactory criminal record check prior to commencement of employment. The MMF will accept existing criminal record checks if dated within 3 months of your start date. Obtaining this document is not a guarantee of employment.

Preference will be given to qualified Métis applicants and they are encouraged to self-identify on their cover letter. The MMF encourages internal applicants to apply for career opportunities within our Government.

MMF Human Resources Department
300-150 Henry Ave
Winnipeg, Manitoba R3B 0J7
Email to: jobs@mmf.mb.ca
Fax to (204) 947-1816

All our job postings can be found at: www.mmf.mb.ca.