

Marketing Specialist

The Opportunity

Knowledge Network, British Columbia's public broadcaster and streamer is seeking a skilled and creative Marketing Specialist who can develop, execute and evaluate marketing strategies and campaigns to drive brand awareness, audience engagement and growth across Knowledge Network's linear and streaming platforms.

Knowledge Network provides a distinct television and streaming service for British Columbians. The Knowledge brand is unique – we are not selling a product but providing a service that embodies the values of community, curiosity and understanding. Our Brand and Audience Engagement Team communicates the story and values of the service across distinct platforms. They connect and build relationships with audiences who know and love us as well as those who don't know us yet.

Reporting to the Director of Brand and Audience Engagement, you will manage Knowledge Network's marketing activities. You will have the opportunity to take the lead in shaping, creating and implementing inclusive audience engagement strategies to grow and diversify viewership for Knowledge Prime (viewers 40+ with curious minds) and Knowledge Kids (preschoolers and parents).

Who We Are:

Knowledge Network is B.C.'s independent provincial public educational broadcaster, operating a free and commercial-free television channel in B.C. and streaming services across Canada.

Our office is located in Burnaby on the traditional, ancestral and unceded lands of the x^wməθk^wəyəm (Musqueam), Skwxwú7mesh (Squamish), and səliiwətał (Tsleil-Waututh) Peoples who continue to steward these lands and waters as they have since time immemorial. We recognize these Indigenous Peoples who actively create, shape and contribute to our thriving communities.

Funded by an annual operating grant from the provincial government and donations from loyal viewers, Knowledge Network provides British Columbians with trusted, free and commercial-free content that enriches minds, fosters understanding and contributes to a connected and more informed society.

What You will be Doing:

- Manage marketing strategies for Knowledge Prime and Knowledge Kids across all communication channels including linear television, streaming, email, social and digital platforms.
- Execute paid and unpaid marketing campaigns and promotional activities to increase brand awareness and drive audiences.
- Implement strategies to grow and diversify Knowledge Network audiences.
- Employ tactics to grow audiences on our streaming platforms.
- Analyze audience demographics and viewer preferences to identify target audiences and tailor marketing strategies accordingly.
- Write impactful and high-quality social media, website and newsletter content.
- Build cross-functional relationships across Knowledge to ensure collaboration and alignment on all marketing initiatives, projects and campaigns.
- Own the management of marketing campaign budgets, ensuring the efficient allocation of resources.
- Evaluate, monitor and measure the impact of performance and effectiveness of marketing and audience engagement tactics.

What You Bring to the Team:

Experience & Knowledge:

- Degree in marketing, communications, or a related field, or an equivalent amount of relevant experience.
- Minimum of 5 years experience in marketing, with a preferred focus on media, entertainment, or broadcasting/streaming.
- Proven track record of developing and executing successful omni-channel marketing campaigns.
- Proficiency in digital marketing tools and platforms including Meta Ads, Google Ads, social media management tools and website content management. Google Analytics 4 experience is a plus.
- A thorough understanding of marketing principles and technology and the ability to apply marketing techniques across various platforms.
- Experience in values-based, not-for-profit marketing is a strong asset.
- Experience in developing inclusive approaches to engage diverse audiences.
- Strong cross-cultural awareness and competencies.

Skills & Abilities:

- A driven team player with experience working in cross-functional teams and designing and managing projects to completion.
- An exceptional communicator with outstanding written and verbal communication abilities in addition to good listening and interpretative skills.
- A creative storyteller with a style to engage, build and motivate a diverse range of audiences across platforms.
- A project manager who is detail-oriented, organized, resourceful, and proactive.
- A strategic thinker with the ability to set priorities, multi-task, problem solve and meet deadlines.
- A belief in the value of public broadcasting and a commitment to public service.

What We Bring:

Knowledge Network is a stable, trusted and inclusive employer. We believe employees are our number one asset. As such, we offer competitive benefits including:

- A Competitive Salary - \$85,882 – \$100,472 annually. This Compensation Range is the span between the minimum and maximum base salary for a position. The midpoint of the range is approximately halfway between the minimum and the maximum and represents an employee that possesses full job knowledge, qualifications and experience for the position. In the normal course, employees will be hired between the minimum and midpoint of the salary range for a job.
- A Defined Benefit Pension Plan – Municipal Pension Plan with employer contributions
- Generous Vacation Entitlement - starting at 4 weeks along with 13 annual statutory holidays.
- 100% Employer-paid dental, extended health, vision care for you and your family
- Wellness supports, including an Employee and Family Assistance Program, lunch and learn seminars and mental health resources.
- Work-Life Balance – hybrid work option with flexible work schedules.
- Training and Professional Development funds to support your continuous learning and development.

Knowledge Network is committed to employment equity and building a skilled, diverse workforce that reflects the communities in which we serve. We welcome applications from all qualified individuals and encourage candidates to voluntarily indicate in their cover letter if they are a member of a First Nations group, Inuk or Métis; a racialized person; a person with a disability; or LGBTQ2S+.

Knowledge Network is committed to developing inclusive, barrier-free selection processes and work environments. If you require accommodations at any point during the application and hiring process, including but not limited to, mental health, physical disability, religious practices or medical conditions, please let us know by contacting hr@knowledge.ca.

If you are passionate about this opportunity and want to contribute your experience and expertise, please submit a cover letter and resume to hr@knowledge.ca, by June 28, 2024. We thank all applicants for their interest; only those selected for an interview will be contacted.

This position is only open to those legally entitled to work in Canada and with the ability to commute to our office in Burnaby.