



Kingston Yacht Club

1 Maitland Street • Kingston Ontario • K7L 2V3

Digital Media Specialist Position Summary

We are looking for a tech-savvy digital media specialist to support the marketing of Kingston Yacht Club programs and to support the development of a modern video-based digital learning platform for our sailing school. This is a full-time contract position running from approximately mid-March to the end of August.

Job Duties and Responsibilities:

- Work closely with management and various KYC stakeholders to develop a strategy for integrated media campaigns.
- Create digital media material for various media platforms such as email, web, social media.
- Plan marketing campaigns and online ads for digital platforms including tracking budget spend and return on investment.
- Maintain website and ecommerce platforms to promote and sell KYC programming.
- Ensure brand consistency across all digital media channels.
- Assist with the procurement of new video equipment, according to grant specifications.
- Develop and maintain sign-in and sign-out systems for the video equipment.
- Assist our coaching team to capture video footage and photography of our on-water programming.
- Download and compile daily video footage and photographs, including those taken by on-water instructors and and volunteers.
- Maintain an organized library of all digital content.
- Compile and edit videos as required.
- Create digital and video lessons based on instructor feedback and in accordance with CANSail curriculum standards.
- Assist in the selection and implementation of online learning management software.

Experience and Requirements:

- Experience in digital marketing.
- Experience with web analytic tools such as Google Ads and Google Campaign Manager.
- Familiarity with paid social media platforms including Facebook, Instagram, Twitter, and Youtube.
- Basic budgeting skills to reconcile paid digital media placements with the available budget.
- Knowledge of web design and content management systems.
- Knowledge of video and image editing software.
- Sailing experience is an asset.



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- Sailing instruction and/or experience with the CANSail curriculum is an asset.
- The physical environment requires the employee to work both inside and outside, including on a moving coach boat or sailboat

Accessibility:

Kingston Yacht Club is an equal opportunity employer, and we welcome and encourage applications from people with disabilities. We will work with you to accommodate your needs in line with the goals of the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code. Should you require accommodation through the application or interview processes, or any stage of the recruitment process, please contact Kingston Yacht Club directly at (613) 548-3052 or programs@kingstonyachtclub.com.

Please submit a cover letter and resume to:

Rachel Harris

Program Manager

programs@kingstonyachtclub.com