

## The Campfire Project/Campfire150 Digital Strategy Manager

**Do you love sharing stories? Are you a social media maverick interested in using digital tools to influence civic engagement? If so, keep reading...**

The Campfire Project at Carleton University's Centre for Community Innovation (3ci) will celebrate Canada's 150th anniversary with an online, interactive, user-generated platform where Canadians will share stories about their hopes for the future of Canada. As a research project, Campfire aims to increase understanding of how digital storytelling and social media can stimulate civic participation and social change by building a virtual community where citizens are empowered to engage and re-engage with each other through stories.

The Campfire Project envisions transitioning into a social enterprise in 2018.

To find out more visit: [www.campfireproject.ca](http://www.campfireproject.ca).

We are seeking a curious, digitally social person with a passion for creating positive change to join our team as Digital Strategy Manager.

Reporting directly to The Campfire Project's Research Associate, and working in collaboration with project staff, Carleton faculty and volunteers, the Digital Strategy Manager is a key member of The Campfire Project team providing strategic leadership primarily regarding information technology management and the integration of analytics into the project's social media and digital marketing strategies.

The Digital Strategy Manager will work closely with the Project Manager and the Communications and Engagement Manager to ensure the project builds and maintains a strong digital brand and achieves its research objectives of learning through online storytelling.

**Terms:** Full-time 19 month contract pending funding from September 2016 to March 31, 2018.

### **Responsibilities:**

#### **Information technology management:**

- Accountable for managing and monitoring the technology infrastructure for the project as well as its digital engagement/advertising mechanisms across all multi-media platforms to meet the Project's goal of collecting 200,000 + stories from 150,000 Canadians by the end of March 2018.
- Ensure all technology solutions meet the ethical requirements outlined in the Project's Human Ethics Board application.
- Manage all related IT service providers by coordinating resources and timetables to ensure they implement and provide expected services on time and on budget.
- Verify application results by conducting on-going system audits of technologies implemented. Trouble-shoot any technology problems and work with IT service providers to ensure they are addressed in a timely manner.
- Function as a conduit between the digital technology infrastructure and the Project Manager as well as the rest of The Campfire project team by consulting and strategizing in order to achieve the project's ongoing, iterative research outcomes, digital presence, advertising and marketing goals, and incorporating necessary changes/iterations into the digital technology structure.
- Preserve assets by working with service providers to implement disaster recovery, back-up procedures and information security and control structures.
- Recommend information technology strategies, policies, and procedures by evaluating organization outcomes; identifying problems; evaluating trends; anticipating requirements.

## **Data Analytics and Community Building**

- Contribute to the transformation of data collected through Campfire150 in order to create an engaging, vibrant online community utilizing, online consumer marketing techniques, gamification, and social marketing to enhance the digital experience for users and partners.
- Strategize with the Project Manager and Research advisors to monitor and provide insights used on incoming data into the project's research plan and objective of learning through online storytelling to increase civic participation.
- Lead and help supervise staff in the management of online content to ensure it conforms with the project's Terms of Service and Ethics requirements.
- Conduct proactive data exploration to unlock opportunities for improving user experience, engagement and recruitment.
- Share and present on-going analysis and recommendations to The Campfire Project staff, research advisors and partners.
- Develop and maintain performance dashboards in a timely manner in order to meet the project's communications objectives and obligations.
- Work with research assistants to conduct the needed analysis and reports to meet the project's communications and research outcomes.

## **Essential Skills and experience:**

- 2+ years relevant experience with a proven track record in one or more of the following: technical management, data analytics, driving audience growth, social marketing, gamification and/or advocacy (Google Analytics, Adobe Analytics, Omniture, SiteCatalyst);
- Strong knowledge of current technology platforms and the recent offering from all major technology players including Google, Apple, Facebook, Instagram, Twitter, Mailchimp, and VR/AR;
- Strong statistical background with knowledge of SQL and macro data manipulation;
- Experience conducting A/B testing and research projects;
- Understands brand marketing and brand guidelines, and has an ability to connect strategic digital planning to brand tenants;
- Demonstrated analytical and problem solving skills;
- Proven project management experience;
- Strong time-management skills and ability to prioritize tasks while working with multiple deadlines and multiple stakeholders;
- Excellent written and verbal communication skills;
- Excellent relationship management skills;
- Detail oriented with strong organizational skills;
- Capacity to work independently and as a member of a team.

## **Desirable qualities:**

- Experience working in a start-up environment, research centre or a nonprofit/charitable organization;
- Experience supervising staff;

- Ability to work flexible hours;
- Ability to function in a language other than English.

### **To Apply**

Please send us the following to [info@campfire150.com](mailto:info@campfire150.com) with the subject line: “Digital Strategy Manager” by **noon on September 22nd, 2016.**

- Cover letter
- Resume

With appreciation for all responses, only candidates under consideration will be contacted. No phone calls please.