Canadian Ski Instructors' Alliance
Alliance des moniteurs de ski du Canada

Job Description
CSIA Marketing & Campaigns Specialist

Job Title: Marketing & Campaigns Specialist
Reports to: Director, Marketing & Communications
Direct Reports: None
Status: Permanent, full-time position
Location: Remote within Canada.

SUMMARY

Reporting directly to the Director, Marketing & Communications, the Marketing & Campaigns Specialist builds and executes CSIA's national marketing campaigns within the annual marketing and communications plan set by the Director, and owns the organization's marketing technology, digital channels and performance reporting.

This is an experienced individual contributor role. The Specialist is expected to take a campaign or project from brief to results with limited day-to-day direction, to make sound recommendations on channel mix and budget, and to serve as CSIA's technical expert in HubSpot. The role is central to the organization's ability to recruit and retain members, fill courses, and demonstrate return on marketing investment.

PRIMARY RESPONSIBILITIES

Campaign Planning & Execution

- Translates the Director's annual marketing and communications plan into campaign plans, and owns the campaign calendar that flows from it.
- Plans, builds, executes and optimizes integrated national campaigns supporting certification and course recruitment, member recruitment, member retention, events and organizational initiatives.
- Owns the recruitment funnel for entry-level certification from awareness through to registration, in partnership with the Programs & Education department.
- Develops campaign briefs including objectives, audience definition, channel mix, messaging direction, timeline and budget recommendations for the Director's approval.
- Owns campaign workback schedules in Asana, coordinating contributors across departments and external suppliers, and holding deadlines.
- Briefs messaging and content requirements to the Communications Specialist for email marketing campaigns.
- Briefs creative requirements to the Marketing Content Coordinator and reviews assets against the campaign objective before launch.
- Tests and optimizes campaigns in-flight; documents results and applies learning to subsequent campaigns.

Marketing Technology & Automation (HubSpot)

- Serves as the department's primary HubSpot user for marketing automation: workflows, forms, landing pages, lead capture, campaign tracking and reporting dashboards.
- Works with Information Technology and Membership Services on data flow and integration between the membership database and HubSpot, ensuring accurate and usable marketing data.
- Documents platform processes and provides practical training and support to other members of the Marketing & Communications team.
- Recommends enhancements, integrations and new tools to the Director, who holds procurement authority.

Digital Channels

- Manages CSIA website content, structure, user journeys and search optimization in collaboration with Information Technology and web suppliers.
- Builds and maintains landing pages and conversion paths supporting campaigns and program registration.
- Plans and manages paid digital advertising including targeting, creative trafficking, budget pacing and performance optimization.

Analytics, Reporting & Brand Governance

- Establishes and tracks key performance indicators for campaigns, website, email and social media; reports on return on investment.
- Prepares monthly and annual performance reports for the Director covering campaign, website and platform traffic, trends and recommendations for improvement.
- Presents results and recommendations to the Marketing & Communications team and to other departments as required.
- Conducts scheduled quarterly brand compliance reviews across regional partners, resellers, snow schools and industry stakeholders; documents findings and reports non-compliance to the Director, who holds final authority on brand decisions.

Collaboration & Ways of Working

- Coordinates with the Communications Specialist on shared use of HubSpot, maintaining a clear division between campaign automation and member lifecycle communications so that members do not receive duplicate or conflicting messages.
- Works in close collaboration with the Marketing Content Coordinator, using social and content performance data to inform campaign planning and channel decisions.
- Contributes to the annual marketing and communications planning process led by the Director.
- Partners with Programs & Education to understand operational priorities and to promote programs and educational content as the foundation of the CSIA brand.

Departmental Support

- Supports the Director with departmental budget tracking, reconciliation and supplier invoice coordination.
- Builds and fields member surveys and consultations in HubSpot in support of research led by Membership Services.
- Performs other related duties as assigned by the Director.

QUALIFICATIONS AND EXPERIENCE

- A university or college degree or diploma in marketing, communications, digital marketing or a related field.
- Three to five years' experience in a marketing role, including demonstrated ownership of campaigns from planning through reporting.
- Demonstrated ability to drive projects independently, manage competing priorities and meet deadlines without close supervision.
- Hands-on experience with a marketing automation or CRM platform; HubSpot experience is a strong asset.
- Experience with paid digital advertising, web analytics (e.g., GA4) and content management systems.
- Working knowledge of Asana or a comparable project management platform, and of Microsoft 365.
- Strong analytical skills and comfort translating data into recommendations for non-technical audiences.
- Bilingualism (English and French) is an asset.
- Experience in a member-based organization, sport organization or not-for-profit is an asset. CSIA membership or skiing experience is an asset.

CORE COMPETENCIES

- Interpersonal and Communication Skills
- Membership and Stakeholders Focus and Quality of Service
- Decision Making and Initiative
- Conflict Management

JOB SPECIFIC COMPETENCIES

- Personal effectiveness and autonomy
- Analytical thinking and problem solving
- Creativity and innovation
- Collaboration across departments
- Ability to multi-task

REQUIREMENTS

- This position is performed remotely within Canada; a hybrid schedule based at the CSIA head office in Montreal is preferred.
- Travel within Canada is required several times a year to support national events, trade shows and content capture.
- The role may require work beyond normal hours during events and peak season, including occasional evenings and weekends.
- The successful candidate will be required to undergo an Enhanced Criminal Record Check and/or vulnerable sector check, safe sport training and other screening requirements.
- A valid Canadian driver's license is required.