



COMMUNITY SECONDMENT PROGRAM

2024 POSITION DESCRIPTION

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| Role: | Officer, Digital Marketing |
| Department: | Communications and Marketing |
| Reports to: | Manager, Digital Marketing |

PURPOSE OF ASSIGNMENT

Reporting to the Manager, Digital Marketing the Officer, Digital Marketing will play a key role in telling United Way East Ontario’s unique story through digital channels.

With a focus on creative, compelling, digital storytelling (video and written) and email marketing (broad and targeted), this role is responsible for the development, implementation, optimization and reporting on all digital marketing campaigns while supporting the overall goals and success of the department.

This position requires a unique blend of technical, creative, analytic, and project management expertise plus a high level of attention to detail. The successful candidate will have passion for digital marketing and demonstrate a strong understanding of the importance of the sales/stewardship processes. This role will work in close collaboration with colleagues across the organization and with community partners.

The Officer, Digital Marketing contributes to the success of the organization’s communications and marketing objectives at both strategic and operational levels, and is a dependable member of the Communications and Marketing (C&M) team who comes to the table with fresh ideas.

RESPONSIBILITIES

- Digital Marketing**
- Work closely with the Manager of digital marketing to execute and refine strategies for engaging and nurturing current and new donors
 - Work with colleagues across the organization to develop and deliver email marketing campaigns to both broad and targeted audiences
 - Design, test and execute progressive nurturing campaigns with marketing automation tools
 - Work with and leverage data to measure and optimize digital marketing efforts
 - Strategically leverage lead/demand generation tactics and tools, including but not limited to email, social media, digital ads and SEM/SEO
 - Provide strategy and support for social media, content updates, and other digital communications projects as needed

- Create assets for digital production, mainly ads and for the web.
- Working with colleagues to regularly update “dashboard” of metrics e.g. digital analytics, video reach, social reach

Marketing Materials

- Working with members of the C&M team, coordinate marketing materials (both electronic and print) including timelines and production
- Research new marketing channels and or visibility initiatives and report on new developments regularly ensuring best practices are maintained throughout the team

ASSIGNMENT DURATION

This assignment is a full-time one-year opportunity starting in June, July or August 2024. This includes professional training. The candidate must be available for the full duration.

QUALIFICATIONS

- 1-3 years experience in a digital marketing role
- Knowledge of email marketing systems
- Ad and web copy writing experience
- Video editing is a skill that isn’t required but would be complementary
- Experience working with content management systems
- Research and fact checking skills
- Understanding and interest in new and emerging trends such as online communities, social media, etc.
- Ability to work well with multiple teams in a diverse, cross-functional, collaborative environment
- Experience using Google Analytics or other web analytics and reporting systems
- Working knowledge of the following:
 - Microsoft 365
 - WordPress
 - Email marketing systems (Mail Chimp etc.)
 - Out of the box reporting, analytics and testing programs (e.g. Google Analytics, Optimizely)
- Bilingual (English and French)
- Excellent organizational and time management skills
- Excellent communication and writing skills
- Excellent video editing skills
- Strong interpersonal skills and ability to communicate effectively
- Strong analytical abilities
- Project and program management skills

- Self-motivated, ability work independently and participate as a team player and take initiative
- Developed proofreading skills and attention to detail and accuracy
- Ability to work in a fast-paced environment while remaining focused and flexible
- Demonstrated ability and interest in learning new technologies and exploring emerging marketing channels

BENEFITS OF THIS ASSIGNMENT

- Learn about the challenges experienced by our communities in the East Ontario region.
- Be a part of a dynamic team of professionals working to break down barriers, improve lives, and create opportunities for the people who need us most.
- Apply and refine the following professional competencies: digital marketing, research, market analysis, project management, communication, interpersonal skills and impact creation.
- Contribute to making our community stronger, healthier, and safer for all.
- Network with United Way staff and volunteers.
- Participate in professional development opportunities available to staff.
- Make a difference in your local community.

HOW TO APPLY

Community Secondment Program benefits, terms and conditions are available on our [website](#).

Applicants should review this material with their manager and obtain their manager's approval to apply.

To apply please forward your resume and a cover letter (maximum 500 words) to jbraknis@unitedwayeo.ca. Please indicate which positions are of interest and copy your manager in your submission