



Digital Marketing and Video Specialist

Position Profile

Reports to:	Director of Marketing and Communications
Location:	Markham, Ontario with flexibility
Schedule:	10 to 20 hours a week (flexible)
Dates:	6-month contract with the possibility of extension
Application deadline:	September 27, 2019

At Tearfund, we are Christians passionate about ending poverty. We seek to continue God's restoration mission on Earth and won't stop until poverty stops. Here you will join other Christians who want to help the poor escape poverty and believe that working with the local church is the best way to transform lives, restore relationships and help people be lifted out of poverty. When disasters strike, we respond quickly.

This role is perfect for a student, recent grad, or young professional looking to use their skills to build God's Kingdom. In this position, you will gain experience and solve tough marketing challenges in an intimate yet ambitious atmosphere. You will use and learn new skills in digital marketing and video to tell the story of how God is working in the lives of the poor throughout the world and invite others to join in. As part of a small team, you will be given lots of responsibility from the beginning and be expected to display initiative and contribute new ideas.

Work schedule and number of committed hours is flexible. If you think you have the passion, drive and skills, we encourage you to apply.

Role Benefits

- You will gain work experience in an organization with a vision to see all people freed from poverty, living transformed lives and reaching their God-given potential.
- You will learn and gain experience in international development with a brand that is globally recognized.
- You will refine your marketing, video, and storytelling skills and learn how to think strategically
- You will have lots of autonomy and be given a platform to express new ideas
- You will be part of a small team that is friendly, supportive and is eager to coach you
- You will receive Google Adwords/Grants training

Responsibilities

General Description

The Tearfund Canada team is made of Christians passionate about ending poverty. We are part of a worldwide family of Tearfund organizations. Tearfund Canada leads excellent projects in 11 countries in Africa and Asia with long-term Church based partners.

We raise funds from individuals and churches, as well as from Global Affairs Canada and through our membership in the Canadian Foodgrains Bank. Tearfund Canada serves as the official relief and development partner of five denominations and many independent churches.

Inspired by the example and teaching of Jesus, we recognize that people have deeply interconnected material and spiritual needs. We seek to meet those needs by working through local Christian networks across Africa and Asia - primarily through churches and faith-based organizations who are at the heart of their communities.

The Digital marketing and video specialist loves to find new ways to communicate how God is transforming the lives of the poor throughout the world. This person is an eager and quick learner and is comfortable solving new challenges. They show initiative, not waiting to be "told what to do" but being quick to find new ways to improve and propose solutions to challenges.

This person will oversee Tearfund Canada's digital marketing activities including the website, email marketing, social media, and digital advertising. They will also be heavily involved in thinking of and producing new videos that will help tell Tearfund's story. They will be involved in ideation, strategy, planning and implementation and will contribute to holistic, integrative campaigns that work in conjunction with other marketing activities to drive donor acquisition and retention.

Activities

Strategy and Planning (10%)

- Assist in the development of new digital marketing strategies that increase Tearfund's brand awareness in the Canadian market and drives website traffic
- Conducts market research and analytics to inform marketing decisions. May use digital or physical surveys, Google analytics, social media analytics and other methods as appropriate
- Uses analytics to recommend improvements to Tearfund's digital marketing efforts
- Ensures that the different marketing channels are integrated (web, social, email, etc...) and give donors or prospects a good experience
- Finds new ways of optimizing workflow and processes
- Helps with the marketing database and research as necessary
- Helps with marketing tasks such a mailers and special projects

Digital Marketing Implementation (50%)

- Monitors and improves Tearfund's social media including regular and special posts
- Assists in the management of paid digital advertising through Google ads and Facebook
- Monitors Tearfund's Google Grants platform to ensure compliance and improve results
- Assists with Tearfund's email marketing including the management of segments, workflows, and automation. Responsible for writing Tearfund's monthly emails including the Prayer Points and e-newsletter.
- Reviews website and Google Analytics to implement improvements in user experience, traffic and conversions.
- Helps implement digital marketing fundraising campaigns
- Manages Tearfund's blog and content marketing plan

- May be involved in helping design simple graphics and video for social media including photos, posters, and infographics.

Video Editing and Production (40%)

- Involved in the planning and implementation of Tearfund's video strategy, managing video workflows and ensuring all timelines are going according to plan
- Edits videos using available Tearfund video footage and stock footage. Films new footage if and as necessary.
- Storyboards, edits, and produces videos according to video schedule and strategic plan

Qualifications

- Fully aligned with the vision, mission, and values of Tearfund Canada, including the Statement of Faith and Lifestyle Expectations.
- All roles within Tearfund Canada require the willingness to share in times of Scriptural reflection and prayer.
- Completed, or currently pursuing, a degree or diploma in marketing/business, communications or video
- Experience using social media platforms such as Facebook and Instagram
- Knowledgeable about Google Advertising and Facebook ads, familiar with Google Analytics and producing reports
- Experience in email and social media management software such as Mailerlite, Hootsuite, mailchimp or others.
- Experience with Raiser's Edge or other CRM systems a plus
- Experience with website management and CMS, especially Wordpress.
- Proficient and experienced working with Adobe Premier and final cut
- Working knowledge and experience with Adobe Photoshop, Indesign, and Illustrator (a plus)
- Experience in storyboarding, script writing, managing voice over, video editing and production
- Understanding of colour correction techniques
- Proven ability to problem solve and take up new challenges
- Able to demonstrate strong project management skills
- Able to demonstrate a strong attention to detail
- Ability to work with a team but also take initiative to work independently without supervision
- Works well under pressure and on tight deadlines

Application

To apply: Send a brief cover letter why you're the right person for this role, along with your current resume and examples of your work to hr@tearfund.ca

Application Deadline: September 27, 2019

Please apply by email only, with cover letter to hr@tearfund.ca

Qualified candidates must be able to demonstrate a commitment to the core values and Christian mission of Tearfund Canada.

Tearfund Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank all applicants for applying, however will only reply to those selected for interviews. *No phone calls please.*

To learn more about Tearfund Canada, visit Tearfund.ca