

Digital Marketing Specialist Summer Intern

At Tearfund, you join other Christians around the world who are passionate about ending poverty and believe that the poor are precious to God. We 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. We won't stop until poverty stops.

Is this Role for you?

- Are you passionate about working to see all people freed from poverty, living transformed lives, and reaching their God-given potential?
- Do you believe that God is working powerfully in the world, using his church to accomplish His mission?
- Do you see your work as ministry and are you passionate about using your skills to the best of your abilities as an act of worship?
- Are you passionate about digital marketing and desire to refine your skills to improve the donor experience?
- Do you demonstrate an exceptional level of initiative, flexibility and creativity?

If so, we encourage you to apply.

Position Profile

Position	Digital Marketing Specialist – Summer Intern
Reports to:	Marketing and Communications Manager
Location	Markham, Ontario
Position Type	Full time (35 hours/week)
Compensation:	\$16/hour
Dates	May 11, 2020 – August 28, 2020
Application Deadline	April 5, 2020

Role Description

As a digital marketing specialist, you will play a crucial part in Tearfund's marketing team. You will be expected to take initiative, always looking for new ways to improve Tearfund's digital market activities.

You will work with the marketing manager, and other members of the team, to strategically expand and improve Tearfund's digital marketing to increase brand awareness and invite others to join Tearfund's mission through donating and volunteering.

As a young brand, you will help build Tearfund's reputation among churches across Canada in new and innovative ways. Creativity, flexibility, and attention to detail are essentials of this position.

Overview of Activities

- Analyze Google Analytics, Facebook analytics, and other sources to predict donor behaviour, develop segmentation, and improve digital marketing activities.



- Support new donor and church acquisition through the creation of organic social media posts and paid advertising
- Think of new ideas to grow and improve Tearfund's digital marketing presence. Ideas can include new programs, platforms, and strategies.
- Improve and manage Tearfund's email marketing and automation campaigns to increase charitable giving, and improve donor experience and retention
- Assist in integrating Tearfund's different digital marketing systems and activities
- Create digital marketing plans and content for "Amaze Day" and for disaster fundraising, if any disasters occur
- Assist in the maintenance and improvement of the Tearfund website
- Edit and design simple visual components for web and social media
- Assist in the management and organization of Tearfund's video and digital image library

Qualifications

- Fully aligned with the vision, mission, and values of Tearfund Canada, including the Statement of Faith and Community Commitment
- Pursuing or graduated with a degree/diploma in business, marketing, digital marketing, advertising, communications, or equivalent
- Experience using social media outlets such as Twitter, Facebook and Instagram, outside of personal use
- Experienced in using email platforms such as Mailchimp, Mailerlite, or equivalent
- Has an analytical mind; able to organize and draw insights from data. Experience with Google Analytics and Facebook Analytics, an added bonus.
- Able to effectively engage with social media audiences, influencers, and followers on all platforms
- Strong attention to detail and professionalism in writing, including spell-checking, editing, grammar, and style
- Knowledgeable about Google AdWords/advertising and Facebook ads
- Confidence in designing graphics for social posts, digital advertisements, emails, and website
- Skilled with Adobe Creative Suite (InDesign, Illustrator, Photoshop etc.).
- A team player, but also able to work independently without supervision
- Works well under pressure and on tight deadlines
- Added Bonus: able to direct and edit short videos for social media and web
- Added Bonus: basic knowledge of coding such as CSS and HTML

Application

To apply: Email a cover letter and resume to hr@tearfund.ca. Your cover letter should include a description of:

1. Why you're the right fit for this position
2. Your related education and experience
3. How you would integrate your faith with this role

Note: Applications will be accepted until 11:59 pm on April 5th, 2020. *No phone calls please.*



*****IMPORTANT - PLEASE READ*****

This is a Canada Summer Jobs position and therefore the candidate must:

- be between 15 and 30 years of age at the start of the employment*
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment**; and,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations

*The youth must be 15 years of age at the beginning of the employment period. The youth may be more than 30 years of age at the end of the employment period as long as the youth was 30 at the beginning of the employment period.

**International students are not eligible participants. International students include anyone who is temporarily in Canada for studies and who is not a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada. Youth awaiting a refugee status ruling, as well as those who hold a temporary visitor visa, youth visa or work visa are ineligible. As the objective of the Canada Summer Jobs program is to support youth entering the Canadian labour market, the temporary nature of an international student's time in Canada does not allow for a long-term connection to the labour market.

Please note that “as in 2019, funded employers are no longer restricted to hiring students: all youth aged 15 to 30 years may be eligible participants.”

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.

To learn more about Tearfund Canada, visit Tearfund.ca