



## Digital Marketing Specialist

At Tearfund you join a group of believers who are passionate about ending poverty and believe that the poor are precious to God. We believe that God's people are a hub of change, and that 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 using your skills to help people become free from poverty, living transformed lives, and reaching their God-given potential?
- Do you believe that God is working powerfully in the world through the local church?
- Do you see your work as ministry and are you passionate about using your skills of the best of your abilities as an act of worship?
- Are you passionate about refining your skills with strategic thinking to elevate you to leadership?
- Can you balance analytical insights with creative thinking to develop solutions?

If so, we encourage you to apply.

### Position Profile

<b>Position</b>	<b>Digital Marketing Specialist (Contract)</b>
Reports to:	Director, Marketing and Communications
Location	Markham, Ontario (or remote)
Position Type	Full-time contract
Compensation:	\$17/hour
Dates	April 25, 2022 – September 3, 2022

### Role Description

As Digital Marketing Specialist, you will be a key part of an exciting moment in Tearfund Canada's history. You will play an important role in a growing, dynamic international non-profit and will be expected to give it your all, take initiative, and take Tearfund to new heights.

You will work directly with the director of marketing to strategically grow Tearfund Canada's brand presence and donor base using digital marketing tactics such as Google Search Ads, Display Ads, Organic and Paid Social Media, SEO, and more. You will be involved in both lead generation and conversions, helping grow our email program as well as working on appeals.

You have a strong understanding of current trends in digital and social media along with good technical knowledge. Moreover, you are a creative problem solver, who can balance analytical insights with creativity to produce amazing results.

As part of the internship, you will refine your skills and have a defined set of goals which will regularly be evaluated. You will have weekly meetings with your supervisor to learn where you can improve your expertise and be well positioned to meet future career goals.



## Overview of Activities

- Build and maintain email nurture series to solicit donations and to convert one-time donors into reoccurring donors.
- Help expand Tearfund's monthly email program to deepen relationships with donors based on interests and analytical insights.
- Content management and creation for Tearfund Canada's social media presence (Facebook, Twitter, Instagram, LinkedIn, Youtube), ensuring up-to-date content that will grow Tearfund's brand awareness and donor base
- Monitor and proactively respond to online messages, comments and posts
- Proactively reach out to relevant social media influencers and icons to grow following, brand awareness and donor base
- Use analytics (Google and Facebook) to evaluate results and identify opportunities for improvement
- With the marketing director, expand and maintain Tearfund's digital advertising including, but not limited to, social media ads, display ads, SEO marketing, pay-per-click, Google Grants, Youtube ads, lead generation and conversion
- Help maintain Tearfund Canada's website including the creation of new landing pages, uploading of resources, and overall improvement.
- Coordination with other members of the team and volunteer writers to maintain Tearfund blog

## Qualifications

- Fully aligned with the vision, mission, and values of Tearfund Canada, including Statement of Faith and Lifestyle Expectations
- 2+ years work experience in Digital Marketing / Social Media Marketing
- Completed (or working towards) a degree/diploma in marketing, digital marketing, business, or similar
- Proven ability in managing and growing social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Experience creating and managing blog content
- Experience with CMS platforms (specifically Wordpress)
- Experience in running email nurture campaigns to drive sales / donations
- Knowledgeable in Search Engine Optimization
- Experience with paid digital marketing (Facebook Ads, Google Ads) a plus
- Basic design capabilities using the Adobe Creative Suite or other tools
- Strong attention to detail
- A team player, but also able to work independently without supervision
- Works well under pressure and on tight deadlines
- Google Analytics Certification is a bonus
- Google Ads Certification is a bonus

## Application

To apply, email a cover letter and resume to [hr@tearfund.ca](mailto: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 faith with this role

**Applications will be accepted until April 5, 2022**

*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](http://Tearfund.ca)

**\*\*\*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\*, and
- 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."