

## Marketing Coordinator

At Tearfund you join a group of people passionate about seeing people freed from poverty, living transformed lives, and reaching their God-given potential. We believe that God's people are a hub of change and that the local church is the best way to restore relationships, transform lives, and help people out of poverty. We work together with local church networks in the most challenging places to see God's Kingdom come. 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 love the local church and believe God uses it to transform the world?
- 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?
- Do you see marketing as something exciting and a tool to change hearts and minds and build God's kingdom?
- Can you balance analytical insights with big-picture thinking to develop solutions?

If so, we encourage you to apply.

### Position Profile

<b>Position</b>	<b>Marketing Coordinator</b>
Reports to:	Director, Marketing and Communications
Location	Markham, Ontario (or remote)
Position Type	Full-time contract
Compensation:	\$20/hour
Dates	May 5, 2025-August 22, 2025

### Role Description

As Marketing Coordinator, 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 be involved in several diverse and important marketing projects throughout your term that will invite new people to join Tearfund's mission of ending extreme poverty. You will be involved in projects such as Tearfund Sunday and Tearfund's Climate Change campaign, which contain multiple components including but not limited to content production, digital marketing, print marketing, and sales.

You will be involved in a dynamic and young team and be expected to think strategically, be action-oriented, and contribute individually and as a team player. As part of the internship, you will refine your skills and have a defined set of goals to be evaluated regularly. 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

- Help coordinate and implement key Tearfund projects such as Tearfund Sunday, Tearfund's climate change campaign, as well as other lead generation projects
- Work with other members of the team such as the writer / storyteller and video specialist to tell engaging stories that will nurture current donors and invite new ones to join Tearfund's mission
- Work with the digital marketing specialist to drive traffic to Tearfund's website for the purpose of acquisition. This will involve tactics including organic social media, paid social, search advertising, display and video advertising and other methods.

## Qualifications

- Fully aligned with the vision, mission, and values of Tearfund Canada, including Statement of Faith and Lifestyle Expectations
- A passion to learn about international development and Tearfund Canada's mission
- Pursuing or graduated with a degree in Business or the humanities
- Proven track record of being highly motivated and driven.
- Relentlessly organized – able to create and adhere to tight project plans
- Able to get things done. Willing to roll-up sleeves and do what is needed. Will seek out the answer if doesn't know how to do something.
- Able to motivate and work with others to achieve tight deadlines.
- Creative yet analytical, being able to balance data with a good understanding of how "people work"
- Strong attention to detail and excellent writing and editing skills.
- A team player, but also able to work independently without supervision
- Overall knowledge about marketing concepts (4Ps, marketing funnel, etc...).
- Bonus: Experience in digital marketing tools such as mailchimp, google ads, Facebook ads, google analytics, CMS (i.e. Wordpress), etc...

## Application

To apply, please email us your 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 February 28th, 2025**

*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\*
- 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.”