

Employment Opportunity: Digital Engagement Coordinator

Organizational Overview:

Partners International Canada (PI Canada) is a Christian charity equipping the church, empowering women and children, and transform communities in the least reached and least resourced regions of the world. Through holistic development and Christian witness we work exclusively with indigenous Christian partners to resource growth and ministry impact.

Mission Statement:

Mobilizing Canadians into partnership with locally-led Christian ministries to bring holistic transformation and advance the Kingdom of God.

Job Description: Reporting to the Marketing Manager, the Digital Engagement Coordinator (DEC) will coordinate and execute the digital communications plan by focusing on three areas: content creation, online engagement, and analytics. As our ambassador for creating digital momentum, you will possess the ability to build awareness, drive traffic, develop donor engagement, and increase conversion through all online channels. This will include, but is not limited to; advertising, e-commerce, email, social media and community management. The DEC will also assist with other graphic design and multimedia projects as assigned. As an integral part of our marketing team, the DEC's objectives include increasing awareness and preference for PI Canada, brand building, and energizing key stakeholders within the Canadian landscape.

Responsibilities: The ideal candidate will oversee execution of the digital engagement marketing strategy to build brand awareness in the following areas;

Content Creation & Management

- Execute and maintain the content calendar; create/curate content including articles, blogs, graphics, video; promoting content/conversations and sharing actions.
- Website Maintenance: Update and refresh web page content, guide future site architecture development, and work with IT partners to troubleshoot and resolve technical concerns.
- Content Management: Create, post, monitor and modify content to website and social media platforms to enhance the user experience and increase engagement.
- Draft and deliver member bulletins and other donor communications materials as required.

Community/Channel Engagement

- Oversee community management including growth and engagement tactics; manage Q&A.
- Manage and grow online engagement with social media assets, including Facebook, Twitter, LinkedIn and Instagram accounts.
- Ensure all digital communications is consistent, on-brand, and comply with Canadian anti-spam laws and general best practices.

Analytics & Insight Reports

- Use Google Analytics and/or Sprout Social to provide web performance, advertising campaign, e-commerce, email, social media insight reports, including suggestions to optimize
- Monitor and report on the effectiveness of digital content (e.g. CTR).

Digital Advertising & E-Commerce

- Create and execute digital advertising campaigns on platforms such as Facebook, LinkedIn, etc. leveraging Google Adwords, Facebook Ads, Banner advertising etc.
- Use Google analytics and/or Sprout Social to measure and track site, campaign and e-commerce performance and conversion rates.
- Build email templates and deploy campaigns using MailChimp email tool (using personalization and segmentation).
- Maintain consistent and optimized SEO messaging plan across all channels.

Requirements:

- Bachelor's degree or College Diploma in communications, journalism, marketing, public relations or related field
- Three years of digital experience working with a non-profit, marketing or advertising agency
- Excellent writing, copy and persuasive communication skills; strong design eye
- A creative thinker and innovative in ways to reach new audiences
- Knowledge of Facebook, Twitter, Instagram, YouTube, Google Analytics essential
- Experience using, WordPress, Sprout Social, MailChimp (or similar), video editing essential
- A proven understanding of SEO and Google Analytics
- Experience working with Adobe Creative Suite, InDesign, HTML and digital media production and database management systems
- Strong project management, organization and time-management skills
- Proven ability and flexibility to manage multiple deadlines and reset priorities as needed
- A practicing Christian serving in your church community
- Can demonstrate an understanding of the issues of global resource disparity, biblical stewardship and the power of effective Christian partnerships

Salary: remuneration based on experience

Additional:

- Head Office in Brampton, Ontario
- Position requires 10% regional travel / 5% national travel

Please submit resumés, cover letter and samples of your content/written work to:

ATTN: **Digital Engagement Coordinator:**
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