

Job Posting

Coordinator, National Engagement Marketing

Position Title:	Coordinator, National Engagement Marketing
Reports to:	Manager, Marketing and Communications
Location:	Applicants must reside in Canada. This is a fully remote position.
Start Date:	Sept 2024
Salary:	\$44,720 - \$46,260 per annum
Benefits:	Flexible hours, remote role. Competitive benefits package includes matching RSP contributions, extended health benefits, access to Employee & Family Assistance Program. Generous vacation and personal days allowance.
Position Type:	Permanent full-time, 37.5 hours per week.
Application Deadline:	August 23, 2024. Applications will be reviewed on a rolling basis.

OVERVIEW:

Are you a creative storyteller with a passion for social media and fundraising marketing? Do you thrive in a dynamic environment where your content can make a significant impact? Join us as the Coordinator, National Engagement Marketing and become an integral part of our Resource Development and Marketing and Communications team!

In this exciting role, you will craft compelling narratives, design eye-catching visuals, and produce engaging content that captivates our audience across all channels. From social media and websites to traditional media and outgoing communications, your work will drive brand awareness, foster engagement, and boost our fundraising efforts. If you are ready to make a meaningful difference to animal welfare in Canada through innovative marketing and captivating content, we want to hear from you!

The role offers opportunity for an individual interested in a dynamic growth environment with a passion for service delivery while maintaining focus on the mission of the organization, which is to advance the welfare of animals in Canada by ending animal cruelty, improving animal protection, and promoting the humane treatment of all animals.

Under the direction of the Manager, Marketing and Communications, the Coordinator, National Engagement Marketing will be responsible for execution and delivery of the following responsibilities.

POSITION RESPONSIBILITIES:

OVERALL

- **Content Creation:**
 - Write, design, produce & deliver compelling content for social media platforms, the organization's website, email, traditional media, and other communication channels.

- Develop engaging narratives and eye-catching visuals to communicate the organization's mission and impact.
- **Social Media & Email Management:**
 - Develop and execute social media & email strategies to enhance brand awareness, engage the audience, and drive fundraising initiatives.
 - Monitor and analyze the performance of campaigns to optimize engagement and fundraising results.
 - Stay updated with the latest trends, tools, and best practices.
- **Cross-Departmental Coordination:**
 - Collaborate with various departments to ensure cohesive and effective messaging across all channels.
 - Coordinate the production and broadcast of content, ensuring timely and accurate delivery.
- **Performance Analysis:**
 - Monitor and evaluate the effectiveness of marketing campaigns.
 - Use analytics tools to track engagement, reach, and conversion rates.
 - Prepare regular reports on content performance and suggest improvements based on data insights.
- **Fundraising Support:**
 - Create and manage content for fundraising campaigns, including email marketing, social media appeals, and website updates.
 - Work with the fundraising team to develop innovative marketing strategies that drive donations and support donor engagement.

ORGANIZATION:

- The Coordinator, National Engagement Marketing will support the vision, mission, and values of Humane Canada while contributing to a positive, supportive, environment of respect, integrity, and dedication.
- Represent Humane Canada to other organizations, stakeholders, and the community at large as required.

OTHER DUTIES:

- Other duties as assigned.

ACCOUNTABILITY:

- Reports to the Manager, Marketing and Communications.

STATEMENT OF QUALIFICATIONS:

- Post secondary degree/diploma in marketing, communications, or a related field
- A minimum of 3 years proven experience in social media coordination and content creation.
- Strong writing, design, and communication skills.
- Proficiency with digital marketing strategies and analytics tools.
- Ability to work collaboratively within a team and manage multiple projects simultaneously.
- Creative mindset with attention to detail and a passion for storytelling.

- Experience working in a remote environment.
- Proficiency in Microsoft 365 applications, including Teams, Outlook, OneDrive, and the MS Office suite.
- Strong working knowledge of Canva, Hootsuite & Mailchimp is required and familiarity with graphic design tools such as Adobe Creative Suite is an asset.
- Knowledge of SEO and SEM best practices.
- Experience in a nonprofit or fundraising environment is an asset.
- Must work to some strident deadlines and manage and respond to competing priorities.
- Ability to take initiative and work independently with professional discretion.
- Commitment to the organization's mission and values.
- English is essential; bilingualism (English/French) is an asset.

REMOTE NATURE OF THE POSITION:

- Role is fully remote and successful candidate is required to perform responsibilities reliably and effectively through technology.
- Will require use of personal technology (phone, computer, printer etc.) and high-speed internet initially. A corporate laptop will be issued pending successful completion of the 6-month probationary period.
- Working hours are flexible but availability will be generally required between 9 am and 5 pm ET (Eastern Time Zone).
- Availability to travel for role within Canada as required.

If you are interested in learning more about this impactful opportunity with Humane Canada, please apply today with your resume, a letter of introduction and a link to your portfolio, attention Tara Hellewell, careers@humanecanada.ca. If you meet most but not all requirements and still think you would be a great fit for the role, we encourage you to apply. We do not expect all candidates to fit this role description 100 percent. The position will remain open until a suitable candidate is found.

Humane Canada is committed to having accessible and equitable employment practices. Because we value a diverse workplace, we prioritize an inclusive culture absent of discrimination during the application process and after joining the team. We encourage people from all backgrounds to apply, especially those from under-represented backgrounds. We believe that work on behalf of animals benefits greatly from collaborating with people from all backgrounds.

Persons with disabilities who require accommodation in the application process may email a request to the attention of Shelby Pearson at Shelby@humanecanada.ca.

The interview process consists of a maximum of three virtual interviews conducted with a variety of team members from Humane Canada. Offers of employment will be subject to successful reference checks.

We thank all candidates for their interest, however, only those selected for an interview will be contacted.

ABOUT HUMANE CANADA

Founded in 1957, Humane Canada represents SPCAs and Humane Societies from coast to coast to

coast as well as an increasing number of municipalities, animal welfare groups and rescue organizations that make up the sector. We have a simple vision – a humane Canada. This vision was so important to us that in 2018 we publicly changed our name to Humane Canada. To achieve that vision we drive positive, progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals.

As the convener of the largest animal welfare community in Canada, we advance the welfare of animals, with a strong national voice promoting the interests and concerns of animal welfare to government, policy makers, industry, and the public. We believe that each animal possesses intrinsic value, remarkable complexity, and inherent dignity, and as such is deserving of respect and moral concern. We elevate animal welfare through our values of collaboration and evidence-based thought leadership while building integrated, strategic professional teams that utilize systems thinking to create an effective and lasting change.