



A Career Opportunity

At UNICEF, we work tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in more countries and have saved more children's lives than any other humanitarian organization.

By embarking on an ambitious campaign, we will reach every child, even those in the most remote and hard-to-reach places with the essentials that every child and every family needs to survive. Because no child is too far.

Consider joining us as our:

Co-ordinator, Digital Marketing

(12 month contract, full time, based in Toronto)

Working closely with the Manager, Digital Marketing, the Co-ordinator, Digital Marketing plans, develops and coordinates effective web content based on digital marketing directives and needs. The candidate will provide tactical direction and guidance to internal clients on the use of the web as a key communications medium. Responsibilities include writing clear language content, editing and proofreading web copy, and assisting in the development and maintenance of UNICEF.ca content.

The scope of this position includes use of Google Analytics (GA) and some reporting as it pertains to content and its performance. The candidate has a clear sense of how to present information on the web, write specifically for web-based audiences and search engine optimization. The candidate will pull research using GA and other UNICEF resources (other committee websites, intranet resources) and source information for various writing and editing projects in support of digital marketing activities. They will prioritize and work on multiple projects simultaneously.

The responsibilities of the position will include (but are not limited to):

Research (30%)

- Research using internal libraries, photo resources and international websites in order to source appropriate content
- Identify through Search Engine Marketing (SEM) results and Search Engine Optimization (SEO) results areas of interest for new content creation.



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Content Management (30%)

- Maintain content including updating and archiving as necessary.
- Catalogue older content and identifying content issues that would impact digital marketing.
- Assist with updating and implementing new content via the Content Management System (CMS) platform.

Project Management (20%)

- In close consultation with the International Policy and Programs team, assist with the writing and development of new content for the website
- Identify priorities for multiple projects.
- Create schedules and workbacks for content projects.
- Work closely with Business Solutions team to implement content.

Analytics Research (20%)

- Pull GA reports to assist in content building decisions.
- Assess performance of content and providing reports to internal stakeholders based on GA data.

The ideal candidate will have:

- A post-secondary degree or diploma in Communications, English, Journalism, Marketing or Business Administration or related discipline is required.
- Minimum 2 years' work experience writing for the web is required including: writing web content; using editing and proofreading skills; web content management (simple functionality); project management.
- Experience editing existing content for SEO, GA reporting experience to determine content needs and priorities, including how to use GA to assess content needs based on user behaviour.
- Excellent writing skills and demonstrated ability to apply the principles of web technologies to support and enhance a wide variety of communications initiatives.
- Design knowledge and basic Photoshop skills.
- Proficiency in Microsoft Office products
- A working knowledge of the Canadian Press Style guides
- Demonstrated ability to participate in cross-functional, multi-disciplinary teams producing innovative designs and strategies.
- Experience working in the online industry with a proven understanding of web technologies, browser compatibilities and limitations, content and process management, and site implementation (an asset).
- Advanced level knowledge of social media platforms (Facebook, Twitter, Pinterest, Google+, Instagram, Yo, etc.) (an asset).
- Experience with the simple functionality of a web content management system (CMS) (an asset).





For consideration, please submit your resume and cover letter to careers@unicef.ca by **April 27th, 2015**. Please attach your cover letter (including salary expectations) and resume as one document and reference **“Co-ordinator, Digital Marketing”** clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including a vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.



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