



## 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:

### Officer, Digital Marketing

(14-month maternity leave cover starting in October 2018; Full-time; based in Toronto)

Working closely with the Manager, Digital Marketing, this role will assist in the planning, development and co-ordination of emails, SEO and marketing content and lead generation strategies to drive \$400k in email revenue and contribute to an overall digital revenue target of \$1.7 million.

The responsibilities of the position will include:

#### **SEO and Research (35%)**

- Responsible for the SEO growth strategy.
- Use SEO to improve unicef.ca and shop.unicef.ca's SEO ranking and overall organic traffic growth; monitor SEO traffic and revenue.
- In partnership with content team, build content to support SEO and report on SEO results with rankings and keyword trends.
- Identify and correct any SEO issues from a website perspective, both technical (backend) and on site (front end).
- Track SEO performance and identify new pathways to organic growth.
- Identify and implement structured markup opportunities to help the UNICEF brand stand out in the search results.



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### **Email File Management (35%)**

- In close consultation with the Marketing/Communications team, build a content and workback schedule for email deployment.
- Build and manage an email calendar for the year; build an email file through acquisition campaigns.
- Report, test and analyze email performance with a goal to increase email revenue year over year.
- Assist in the setup of campaigns with A/B testing.

### **Analytics (20%)**

- Analyze reports to assess web performance for specific in-house groups (monthly, legacy etc.).
- Build weekly reporting and dashboards to monitor performance of website, SEO and any other digital marketing initiatives.
- Build tiered tracking URLs with specific custom audiences in mind for acquisition/stewardship campaigns.

### **Strategy and Ad Hoc Digital Projects (10%)**

- In partnership with the Manager, Digital Marketing, participate in planning and strategy sessions.
- Act as Digital Marketing representative in projects, as needed.

The ideal candidate will have:

- A post-secondary degree or diploma in Marketing, Communications, Journalism, Business Administration or related discipline.
- A minimum of 2-3 years' relevant work experience in building content for SEO and identifying SEO issues and solutions.
- Experience writing web content, editing and proofreading skills.
- Experience in web content management systems and an understanding of HTML.
- Proficiency in Microsoft Office products.
- A working knowledge of the Canadian Press Style guides.
- A demonstrated ability to participate in cross-functional, multi-disciplinary teams to produce innovative 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, including organic and paid variations (Facebook, Twitter, Pinterest, Google+, Instagram, Yo, etc.) (an asset).



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For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **September 5, 2018**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Officer, 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 the 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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