



A Career Opportunity

UNICEF is the world's farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world's toughest places, we work day in and day out to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfil their potential. Our work for every child relies entirely on voluntary support, including donations from generous Canadians.

Officer, Digital Marketing

(Permanent; Full-time; based in Toronto)

Working closely with the Senior Manager, Digital Marketing, the Officer, Digital Marketing will plan, develop and coordinate effective email, SEO and marketing content and lead generation strategies to drive and contribute to overall digital revenue. The candidate will provide tactical direction and guidance to internal clients on the use of the web as a key communications medium. Responsibilities include providing SEO direction on all content, managing and developing the email file, building content as needed for marketing purposes.

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, has strong SEO acumen and good project management skills. The candidate will pull research using GA, MOZ, Search Console and other UNICEF resources (other committee websites, intranet resources) and source information for various projects in support of digital marketing activities. They will prioritize and work on multiple projects simultaneously.

This position also will be interacting with other lines of business. Participation in larger projects from the marketing team as well as working closely with the business solutions team to execute digital strategies will be necessary.

The responsibilities of the position will include:

Digital Analytics (30%)

- Work closely with Senior Manager, Digital Marketing to analyze website performance reports and assess various digital KPIs such as site traffic, bounce rate, conversion rate etc. for internal stakeholders (monthly, one-time giving, blogs etc.).
- Work closely with the Senior Manager, Digital Marketing in evaluating and assessing marketing campaign performance reports provided by agency partners and recommend data-driven optimization tactics.



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- Monitoring and reporting on digital advertising efforts as well as evaluate and assess media plans recommended by external stakeholders.
- Assisting the Business Solutions team in the setup of website A/B testing and conversion pixels for tracking digital marketing campaigns.
- Build weekly reporting and dashboards to monitor performance of website and any other digital marketing initiatives.
- Build tiered tracking URLs with specific custom audiences in mind for acquisition/stewardship campaigns.
- Use Heatmapping tools like Hotjar to monitor and analyse user journey and path-to-purchase on Unicef.ca and shop.unicef.ca.

Strategy and Ad Hoc Digital Projects (30%)

- In partnership with Senior Manager, Digital Marketing, participate in planning and strategy sessions.
- Collaborating and supporting Annual Giving fundraising teams in planning, building, and maintaining an email marketing calendar.
- Work closely with various teams to identify ways to improve/optimize category-wise open rates, engagement rates, and conversion rates.
- Managing and nurturing relationships with various media agency partners. Working closely with the UNICEF Global and Internal Core team to activate fundraising campaigns during declared Emergencies.
- Providing consultation support to internal stakeholders on defining stewardship journeys for donors and prospects ensuring email and website user experience is seamless and clearly aligned with overall business and marketing objectives.

SEO /Research (20%)

- Working closely with the Senior Manager, Digital Marketing to provide support for the SEO growth strategy and identify new pathways for online revenue growth on organic web traffic channels.
- Use SEO tools such as Google Search Console, Google Trends, MOZ and derive insights from it to improve unicef.ca, shop.unicef.ca, oneyouth.ca, and market.unicef.ca's ranking on various search engines and overall organic traffic growth.
- Monitor organic web traffic and revenue on a monthly and annual basis. Identify and correct any SEO issues on all domains and work closely with the Business Solutions team to resolve both technical (backend) and on-site (front end) issues.
- Provide SEO support to the Communications team in the form of keyword research, SEO rankings and web content best practices.



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Email Marketing: (20%)

- Collaborate and support Annual Giving fundraising teams in planning, building, and maintaining an email marketing calendar.
- Work closely with various teams to identify tactics to improve category-wise open rates, engagement rates, and conversion rates.
- Pull email performance reports from Engaging Networks and provide analysis to various internal stakeholders.
- Support fundraising teams in strategy and setup of email acquisition and stewardship campaigns.
- Support Business Solutions team in strategy development and setup of A/B testing plans.

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 2-3 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 building content for SEO, and identifying SEO issues and solutions
- Understanding of HTML (not fluency)
- Proficiency in Microsoft Office products
- A working knowledge of the Canadian Press Style guides
- Experience with the simple functionality of a web content management system (CMS) (an asset).
- 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, including organic and paid variations (Facebook, Twitter, Pinterest, Google+, Instagram, Yo, etc.) (an asset).
- Experience with the simple functionality of a web content management system (CMS) (an asset).

Salary Range: \$43,500 to \$51,000

For consideration, please submit your resume and cover letter to careers@unicef.ca by **February 27, 2020**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Officer, Digital Marketing**” clearly in the subject heading.



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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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