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, Marketing
(contract until December 2021; Full-time; based in Toronto)

The Officer, Marketing will support the development and execution of marketing plans to reach targets from brand awareness to product promotion.

Reporting directly to the Marketing Manager, Acquisition and Brand Awareness, this role will play an important role in the development and implementation of day-to-day marketing activities and content, as well as broader tactical, internal and external-facing, marketing and branding initiatives, events and campaigns. The Officer, Marketing will help execute marketing plans and strategies and act as a bridge between internal stakeholders, suppliers, and the rest of the marketing team. They also help with planning, implementing, and monitoring marketing, branding, and advertising activities in order to improve the brand’s image and increase donor engagement.

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

Co-ordination of Projects, Project Management & Client Services (50%)

- Works in collaboration with digital marketing team, internal teams (fundraising), senior leadership, and/or external (agencies) stakeholders on execution, management and reporting of fundraising and marketing campaigns, projects and/or events.
- Communicates with internal “clients” and external vendors about projects, events or campaign expectations, goals, tasks and action items.
- Support marketing project development under the direction of the Marketing Manager.
- Support management of on-going marketing and advertising campaigns and plans, while ensuring that every initiative is aimed at increasing brand awareness.
- Support the implementation of marketing plans, campaigns, and strategies in line with the agreed budget.
Reviews creative and copy to guarantee it complies with the brand guidelines before its submission to the Marketing Manager.

Liaise with external vendors to execute promotional events and campaigns.

**Marketing Coordination & Support (50%)**

- Provide marketing calendar management, administrative and project management support.
- Work with the Manager, Marketing to coordinate the design and production of promotional brand items with internal clients, graphics designer, and external printers and vendors.
- Liaise with external vendors to execute promotional events and campaigns.
- Schedules meetings and presentations and ensures deadlines are met.
- Assist the marketing team with the implementation of online and offline marketing strategies.
- Offers ideas, recommendations, and plans to contribute to the optimization of marketing strategies.
- Support copy and content development for advertisements, website pages, and emails.
- Monitoring and maintaining promotional materials inventory, when necessary.
- Coordinating, editing, and optimizing any material concerning advertising, branding, and marketing.
- Help prepare monthly, quarterly and annual marketing reports.
- Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts.
- Undertake individual tasks of a marketing plan as assigned.
- Champion the brand both internally and externally.

The ideal candidate will have:

- A post-secondary degree, college diploma or equivalent years’ work experience in marketing or a related field.
- A minimum of two (2) to three (3) years' relevant work experience in interactive marketing and/or media, digital advertising, communications, fundraising, or equivalent combination of education and experience.
- An understanding of marketing fundamentals and key areas of marketing and be well-versed in marketing concepts, principles and tactics.
- The ability to understand consumer behaviour trends and generate creative ideas and stay up to date on marketing trends and news.
- Proven organizational skills, time management and attention to detail.
- The experience and know how to plan, create, implement and analyse a marketing strategy and campaigns.
- The ability to build effective relationships with colleagues and agency partners.
- Excellent written, verbal and interpersonal communication skills including the ability to develop and deliver clear and persuasive presentations.
The ability to work effectively, independently and as a team, including cross-functional teams.

Knowledge of and an interest in the work and mission of UNICEF Canada.

French language skills (an asset)

Salary range: $46,000 to $51,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by July 6, 2021. Please attach your cover letter (including salary expectations) and resume as one document and reference “Officer, 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 Safeguarding 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 diversity, equity, inclusion and accessibility. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.