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.

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

Reporting to the Senior Manager, Digital Marketing, the Online Marketing Officer will work to maintain effective marketing campaigns online, and support conversion of business goals into successful digital marketing campaigns. Working alongside the marketing team and other stakeholders (internal and external), the Online Marketing Officer will help to increase brand awareness within the digital space, drive website traffic and acquire new donors/donations and supporters.

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

Campaign Execution & Maintenance (50%)

- Implement, maintain and manage digital marketing campaigns with a focus on paid search (PPC), display, social media and other digital platforms (eg. Spotify, Bing, etc.).
- Support the management of digital marketing budgets in order to maximize opportunities for each campaign.
- Help manage digital invoices & billing for internal stakeholders (Google, agency, Facebook).
- Track conversion rates, cost per conversion (CPC), return on ad spend (ROAS) and cost per acquisition (CPA) on various ongoing and new digital campaigns.
- Manage, maintain and update internal digital marketing tools (A/B Testing sheet, Audience List tracking, etc).
- Work with other departments to develop campaign tracking codes and parameters (Appeal Codes, UTM Parameters, etc.).
- Support content development for various digital ads.
Reporting & Client Services (50%)

- Work in collaboration with digital marketing team, internal teams (fundraising), senior leadership, and/or external (agencies) stakeholders on execution, management and reporting of digital marketing campaigns.
- Monitor results, complete analysis and produce reports for various digital campaigns.
- Present findings on campaign performance, highlights and risks.
- Provide actionable insight on the performance of digital campaigns and activity.
- Co-ordinate and align digital insight with UNICEF Canada’s overall insight strategy and approach.
- Perform ongoing consumer and donor research to discover other ways of reaching donors and supporters digitally.
- Evaluate the needs of the Canadian consumer market, and offer knowledge and recommendations based on current trends and demands.
- Occasional SEO and email marketing support.

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) plus 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.
- Proven organizational skills, project management and attention to detail.
- Knowledge in key areas of marketing (SEO, social media, PPC and SEM).
- Experience in planning, creating, implementing and analyzing marketing strategies and campaigns.
- A solid understanding of keyword search, internet metrics, analysis, and ad delivery processes.
- The ability to stay up to date on marketing trends and news (e.g. Google updates and changes in algorithms).
- Paid media planning and buying experience on major websites or networks with banner and SEM.
- Strong relationship management skills to build effective relationships with colleagues and agency partners.
- Digital agency experience (an asset).
- 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: $51,000 to $58,000 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 “Online Marketing Officer” 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.