



## 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.

### Communications Manager, Digital Media

(Permanent; Full-time; based in Toronto)

Reporting to the Senior Manager, Communications, the Communication Manager, Digital Media is responsible for developing and executing social media strategies, implementing digital storytelling techniques and creating meaningful engagement opportunities with UNICEF Canada's organic social media audiences. The goal will be to strengthen UNICEF's reputation as the world's leading child-focused humanitarian and development agency and to advance the organization's business objectives and brand.

This position leads the organization's Canadian social media relations to build a strong supporter base through digital channels engaging the public on issues relevant to UNICEF's brand, develops and manages strong, constructive relationships with influencers and serves as the primary contact point for these digital audiences.

The responsibilities of the position will include:

#### *Social Media Engagement (80%)*

- Develop the overall social media strategy to support the organizational objectives.
- Responsible for the overall strategy execution for social media.
- Use in-depth knowledge and understanding of Social Media platforms (Facebook, Twitter, YouTube, Instagram, LinkedIn, etc.) and how users engage with each to deliver best-in-class experiences.
- Create, curate and coordinate all content (photos, videos and text) for posting to social media.
- Execute all social media activities (i.e. tweeting, posting, sharing, engaging, increasing reach).
- Responsible for creating short videos for sharing on social media.
- Write, curate and publish blogs for unicef.ca.



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- Working with internal stakeholders, create social media campaigns and support to meet objectives including brand positioning, media coverage, lead generation, supporter engagement, revenue generation and advocacy.
- Knowledgeable of principles of SEO including keyword research and implements Social Media SEO tactics.
- Proactively introduce new ideas and initiatives while staying current on emerging trends.
- Build relationships with UNICEF Canada audiences through conversation and active listening.
- Cultivate and steward relationships with influencers, partners and ambassadors as appropriate to increase digital reach and influence.
- Set key performance indicators, monitor effective benchmarks for measurement of social media efforts. Analyze, review and report on effectiveness of campaigns to maximize results and make recommendations for future campaigns.
- Contribute to a presidential positioning strategy for the President and CEO.
- Work with social media tools, i.e. HootSuite (or similar), Google Analytics, etc.
- Monitor, analyze and report on data analytics related to social media, including audience metrics.
- Monitor social networks for potential risks or opportunities.

#### *Communications Support (20%)*

- Write materials to support the communications and marketing team, including, but not limited to, website content, blogs, op-eds, donor reports, press materials and donor emails.
- Provide support to UNICEF's media relations outreach, as needed, for various activities, report launches, events and emergencies.

The ideal candidate will have:

- A post secondary degree, college diploma, or equivalent years' work experience in communications, journalism, new media or related field.
- A minimum of four (4) to five (5) years' of progressive digital communications experience in a complex environment.
- A passion for social media, technology and the online space.
- Strong project management, analytical and organizational skills.
- Exceptional oral and written communications skills with attention to details, including editing skills.
- The ability to organize and present information in clear and persuasive formats to tell an engaging story by being a creative communicator.
- Demonstrated success executing and measuring successful earned social media campaigns.
- Advanced knowledge and usage of social media platforms and monitoring tools.
- Strong organizational skills, with attention to detail and quality while meeting deadlines and multitasking in a fast-paced, dynamic environment.



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- Results-oriented individual who enjoys a fast paced environment.
- Working knowledge of basic video editing.
- The ability to problem solve and create strategic goals.
- The ability to think and operate both strategically and tactically.
- Demonstrated experience handling complex and controversial social issues via social media channels.
- Demonstrated experience working collaboratively with cross-functional groups to achieve desired outcomes.
- Demonstrated ability to work independently with minimal supervision to accomplish high-profile tasks and to meet multiple and concurrent deadlines.
- Experience or profound interest in child rights, international development and humanitarian work.
- English/French bilingualism (preferred).

*Salary range: \$62,000 to \$73,000 per year.*

For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **June 24, 2022**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Communications Manager, Digital Media**” 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 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.

UNICEF Canada is committed to providing a safe working environment for our employees, our volunteers, our customers and members of the public with whom we interact regularly. In our duty of care to protect each other and the communities in which we live and work, all employees, volunteers and any other individuals engaged to provide services in any capacity from a physical UNICEF Canada office premises must be fully vaccinated against COVID-19 and will be required to disclose their vaccination status prior to entering an office premises. Reasonable accommodations will be provided for individuals who cannot be fully vaccinated based on protected grounds.



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