



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.

Senior Co-ordinator, Digital Marketing

(Permanent; Full-time; based in Toronto)

Reporting to the Senior Manager, Digital Marketing, the Senior Co-ordinator, Digital Marketing will support the delivery of successful digital marketing programs and campaigns.

Working alongside the marketing team and in collaboration with internal and external stakeholders, the Senior Co-ordinator, Digital Marketing will help to increase UNICEF brand awareness within the digital space, drive website traffic and acquire new donors and supporters.

The responsibilities of the position will include:

Digital Marketing, Lead and Revenue Generation (40%)

- Support the Senior Manager, Digital Marketing in the development and execution of digital ad campaigns on search (PPC and Google Grants), paid social and display.
- Assist with project management for digital marketing campaigns and programs, including coordinating internal creative and content reviews.
- Update and maintain internal digital marketing tools and documents (A/B testing sheet, audience list tracking, marketing calendar, etc.).
- Assist with day-to-day management of external partners, e.g. agencies, as required.
- Provide the Senior Officer, Digital Marketing with occasional email marketing support.
- Stay up to date with digital marketing trends and offer knowledge and recommendations to help grow UNICEF's digital program.

Data Analysis, Reporting and Expense Management (40%)

- Work in collaboration with internal and external stakeholders to report on digital marketing campaigns and program KPIs.
- Present findings on campaign performance, highlights and risks.



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- Provide actionable insight on the performance of digital campaigns and activities and highlight areas for improvement.
- Assist with the reconciliation of digital invoices & billing for internal and external stakeholders (Google, Facebook, external vendors).
- Work with the Business Solutions Team to develop campaign tracking codes and parameters (Appeal Codes, UTM Parameters, etc.).

Administration (20%)

- Facilitate the internal French Translation process for all digital marketing materials.
- Contribute to the maintenance of the marketing department's annual calendar.
- Assist in the development of meetings including agendas, notes and follow-up.
- Maintain and updated team file structure and storage as required.
- Assist with simple graphic design requests for online campaigns and materials (image resizing for web, etc.).

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 one (1) to two (2) years' relevant work experience in marketing, digital marketing, advertising, communications, fundraising, or an equivalent combination of education and experience.
- Proven organizational skills, project management skills and attention to detail.
- Basic knowledge in key digital marketing subject areas (SEO, SEM, PPC).
- Experience planning, implementing, and reporting on digital marketing campaigns.
- Strong relationship management skills to build effective relationships with colleagues and external 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 member of a team.
- Knowledge of and an interest in the work and mission of UNICEF Canada.
- Graphic design skills (an asset).
- Digital agency experience (an asset).

Salary range: \$39,500 to \$46,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **August 2, 2022**. Please attach your cover letter (including salary expectations) and resume as one document and reference "**Senior Co-ordinator, Digital Marketing**" clearly in the subject

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.



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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.



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