



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 Officer, Digital Marketing

(Permanent; Full-time; based in Toronto)

Reporting to the Senior Manager, Digital Marketing, the Senior Officer, Digital Marketing will develop, lead and execute email marketing, web content and lead generation strategies to grow UNICEF's supporter base and overall digital revenue. The incumbent will provide tactical direction and guidance to internal clients on the use of the website as a key communications medium. Responsibilities will include SEO optimization of all web content, developing keyword plans, managing and growing the email file and providing guidance to internal teams on digital best practices for conversion rate optimization.

The scope of this position includes reporting on digital results for time-based campaigns and monitoring performance over time. The Senior Officer will pull data and prepare reports using Google Analytics, Google Search Console, Google Data Studio and other UNICEF resources (CRM, CMS). The incumbent shall have a clear sense of how to interpret and present data as well as strong project management skills, allowing them to prioritize and work on multiple projects simultaneously.

This position will work closely with numerous stakeholders across the organization, as well as manage relationships with external vendors and agencies. The Senior Officer will work collaboratively with the Business Solutions team to optimize SEO and execute website updates and email marketing campaigns. Strong analytical and interpersonal skills will be required in this role.

The responsibilities of the position will include:

Digital Analytics (30%)

- Analyze website performance and lead the reporting process for digital KPIs such as site traffic, bounce rates, conversion rates, source attribution, etc.



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- Evaluate and assess marketing campaign performance and recommend data-driven optimization tactics.
- Lead the strategy for web and email test plans and use Google Optimize.
- Assist the Business Solutions team in the setup of website A/B and multivariate tests, tracking URLs and conversion pixels for digital marketing campaigns.
- Build weekly reporting dashboards to monitor performance of websites, email campaigns and other digital marketing initiatives.
- Use Heatmapping tools such as Hotjar to monitor and analyse the user journey and path-to-purchase on unicef.ca and shop.unicef.ca.

Digital Project and Strategy (30%)

- Participate in planning and strategy sessions for digital marketing campaigns and activities, advising on best practises and tactics to achieve desired results.
- Work collaboratively with internal and external partners to activate fundraising campaigns during declared emergencies.
- In collaboration with the Business Solutions Team, provide consultation support to internal stakeholders on stewardship journeys for donors and prospects ensuring email and website user experience is seamless and clearly aligned with overall business objectives.
- Manage the relationship with vendors including SEM Rush.

SEO and Website Optimization (20%)

- Make strategic recommendations about opportunities to improve the user experience on UNICEF web properties.
- Work in collaboration with the Senior Manager, Digital Marketing, to develop and lead the SEO growth strategy and keyword strategy and identify opportunities to grow organic traffic.
- Use SEO tools such as Google Search Console, Google Trends and SEM Rush to extract insights and improve UNICEF's keyword ranking and traffic over time.
- Monitor web traffic and online 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 (frontend) issues.
- Provide SEO support to internal teams in the form of keyword research, SEO optimization suggestions and advising on web content best practices.
- Analyze search and user data to uncover potential content opportunities.

Email Marketing (20%)

- Support internal teams in planning, building, and maintaining the organization's email marketing calendar.
- Lead the development of email performance reports and provide analysis to internal stakeholders, identifying tactics to improve open rates, click rates and conversion rates.



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- Support fundraising teams in strategy development for email acquisition and stewardship campaigns.
- Support the Business Solutions team in strategy development and setup of email journeys and A/B testing plans.

The ideal candidate will have:

- A post-secondary degree or diploma in Communications, Marketing, Digital Marketing or related discipline, or equivalent year's work experience is required.
- A minimum of three (3) plus years' work experience in a similar or related role.
- Experience writing and editing web and email content.
- Experience optimizing web content for SEO, and conversion rates.
- A basic understanding of HTML and web content management systems (CMS).
- Proficiency using Microsoft Office and Google applications, including Google Analytics.
- Demonstrated ability to work effectively with cross-functional, multi-disciplinary teams.
- Proven understanding of web technologies, browser compatibilities and limitations, and testing for mobile responsiveness.
- The ability to read and analyze data and suggest optimizations based on findings.
- Excellent written, verbal and interpersonal communication skills including ability to develop and deliver clear and persuasive presentations.
- Experience conducting website quality assurance (QA) checks (an asset).
- Experience pulling data reports from CRMs, ex. Salesforce (an asset).
- Basic proficiency in Adobe Photoshop and Illustrator (an asset).

Salary range: \$52,000 to \$61,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **July 22, 2022**. Please attach your cover letter (including salary expectations) and resume as one document and reference "**Senior Officer, Digital 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 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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