



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 Manager, Digital Marketing

(Permanent; Full-time; based in Toronto)

Reporting to the Deputy Director, Digital Marketing, this role is responsible for overseeing UNICEF Canada's paid digital footprint and performance, when it comes to acquiring new supporters and converting them into donors and advocates. The Senior Manager will oversee all search and paid digital activity and will work with teams to optimize digital ad campaigns.

The Senior Manager will work with the business leads – primarily the Fundraising teams - and advise on opportunities for greater performance. This position will contribute to the development and ongoing management of the organizational digital strategy for driving income and engaging UNICEF supporters through the use of paid digital channels including search, display and social.

The responsibilities of the position will include:

Digital Engagement, acquisition and conversion rate optimization (40%)

- Develop and execute strategies for paid digital campaigns to drive results in support of UNICEF Canada's overall goals including revenue growth, brand awareness and lead generation.
- Attract supporters through the use of digital advertising channels including paid search, paid social, display and the Google Grant.
- Drive conversions by making ongoing improvements to ad campaigns to optimize user experience and improve conversion journeys.
- Manage, support and advise on vendor procurement and help lead agency relationships.
- Ensure ongoing program improvement through leading continuous testing and performance analysis, reporting on results and implementing insight-driven changes.
- Work with external agencies to develop keyword plans for SEM campaigns.
- Continually expand upon and optimize paid keyword discovery.
- Work with Sr. Digital Marketing Officer to optimize the website for SEO best practices.
- Optimize ad and landing page copy for paid social and SEM campaigns.



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- Work with the Business Solutions team as a key member of the CRO (Conversion Rate Optimization) team to identify and execute annual initiatives.

Digital Reporting, Insight and Analysis (25%)

- Provide actionable insight to internal business leads on the performance of digital campaigns and activities, identifying opportunities and tactics to achieve them.
- Manage the reporting processes for all paid digital campaigns and activities.
- Monitor, analyze and report on the performance of always-on PPC campaigns.
- Analyze and report on website analytics to measure the success of paid initiatives.
- Plan, execute and measure the test/learn strategy for A/B and multivariate tests for digital ad campaigns, working with the Business Solutions team to develop and monitor tests.
- Present findings on ongoing campaign and program performance, highlights and risks.
- Identify problems and deficiencies and implement solutions in a timely manner.
- Complete budget tracking and expense management in order to deliver highest ROI.
- Monitor results, complete analysis and produce reports for ongoing strategic development of the digital program.
- Stay abreast of emerging digital channels, tools and tactics. Provide thought leadership and perspective on adoption where appropriate.
- Optimize copy and landing pages for paid search engine marketing campaigns.

Strategic Planning (15%)

- Work with the Deputy Director, Digital Marketing and digital stakeholders to develop the digital strategic plan and digital ad budgets for all business portfolios.
- Develop and execute paid digital campaigns, ensuring alignment with organizational priorities and key programs.
- Develop digital lead generation and remarketing strategies.
- Understand and apply industry best practices in digital marketing tactics.
- Complete quarterly business reviews including in-year program adjustments.
- Brainstorm new and creative growth strategies with internal stakeholders.
- Identify trends and insights, and optimize spend and performance accordingly.
- Collaborate with internal teams to develop landing pages and optimize user experience.

People Management (20%)

- Develop effective, motivated staff to achieve common goals with clearly defined accountabilities which are aligned with the overall strategy.
- Conduct individual and departmental annual goal setting, planning, and performance reviews as established by people management processes.
- Anticipate the long term implications/risk of decisions and plan for contingencies, anticipating obstacles and roadblocks.
- Ensure integrity with the mission and values in all people-related activities.
- Supports employee engagement, learning journeys and DEI strategies



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The ideal candidate will have:

- Post-secondary degree or college diploma in marketing or a related field, or equivalent number of years' work experience.
- Minimum of seven (7) years relevant work experience in interactive marketing and/or media, digital advertising, communications, fundraising, or equivalent combination of education and experience.
- Ability to lead procurement and manage relationships with external partners, agencies, and vendors.
- Solid understanding of keyword search, internet metrics, analysis, and ad delivery processes.
- Proven SEM experience and success managing PPC campaigns.
- Well-versed in performance marketing, conversion, and online customer acquisition
- Strong analytical skills
- Experience generating SEM reports
- Familiarity with developing, running and measuring A/B and multivariate experiments
- Continually current on trends and best search engine marketing practices
- 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.
- Strong strategic and analytical thinking.
- Proven organizational skills, project management and attention to detail.
- Excellent written, verbal and interpersonal communication skills including ability to develop and deliver clear and persuasive presentations.
- Ability to work effectively independently, as a member of a team, and cross-functionally.
- Knowledge of and interest in the work and mission of UNICEF Canada
- Digital agency experience (an asset).
- Experience managing a Google Grant (an asset).
- Basic proficiency with Adobe programs such as Photoshop and Illustrator (an asset).

Salary Range: \$72,500 to \$87,500.

What we offer

UNICEF Canada strongly supports workplace wellness and offers the following benefits:

- Extended Health and Dental Benefits with Health Care Spending Account
- Life insurance and AD&D
- Short Term Disability (STD)
- Long Terms Disability (LTD)



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- Employer contributions (5%) to Group Pension plan
- Employee and Family Assistance Program (EFAP)
- 2 paid personal days
- 10 paid sick days
- Maternity and Parental leave top-up
- 3 weeks of annual leave (vacation time increases with time served)
- One additional day of vacation on the anniversary of each year of service, up to a maximum of 30 days
- Staff Appreciation Days
- Currently offering Hybrid/Remote work option
- Learning and Development Opportunities
- Discounted rate for a GoodLife membership

For consideration, please submit your resume and cover letter to careers@unicef.ca by **February 8, 2023**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Senior Manager, 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 Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. 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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