

Impact Starts at [UNICEF Canada](#)

JOIN OUR TEAM AS SENIOR MANAGER, SOCIAL MEDIA

Are you a strategic, data-driven social media leader with a **passion for storytelling & digital innovation?**

Consider joining **UNICEF Canada** – one of Canada’s most respected and historic charities – and **be part of a high-impact, mission-driven team** working across Canada and globally to create a better world for children.

UNICEF Canada is seeking to recruit a talented and high-performing individual in the role of **Senior Manager, social media**.

Position Details

Position Title	Senior Manager, Social Media
Employment Type:	Permanent, Full-time (New Role / Vacant)
Reports to:	Director, Brand, Partnerships & Campaigns
Direct Reports:	None
Salary Range:	\$70,500 to \$85,500 annually with benefits and 3 weeks paid vacation
Work Location:	Toronto
Work Environment:	UNICEF Canada currently operates under a Fixed-Hybrid model that requires team members to attend the office at least 2 days/week (Tuesday and Wednesday).

Why UNICEF & UNICEF Canada?

UNICEF is the world’s farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world’s toughest places, we provide and advocate for education, health and nutrition services. Protect children from violence and abuse. Bring clean water and sanitation to those in need. Keep them safe from climate change and disease. Serve as the world’s largest provider of vaccines. Before, during and after emergencies, we’re on the ground with life-saving help and hope. The needs of children around the world continue to increase and the role of UNICEF is more important than ever.

UNICEF Canada is one of 32 National Committees (NatComs) located in high-income countries around the world. Our team exists to fundraise for UNICEF’s highest priorities, and to work neutrally with governments and the private sector in Canada and internationally to advance the rights and well-being of children and youth.

As UNICEF Canada prepares to launch a bold new Strategic Plan in 2026, a key priority will remain on raising funds to support children around the globe. **Be part of this next phase of impact!**

Position Description

UNICEF Canada is seeking a strategic, data-driven Sr. Social Media Manager to lead our social media and ambassador engagement efforts across organic, paid, and influencer channels. This role is central to driving brand awareness, supporter engagement, and campaign performance through innovative and high-impact digital initiatives.

You will work independently —without direct reports— while influencing and aligning cross-functional teams and external partners. You are a trusted relationship builder, comfortable navigating complex environments and bringing people together around shared goals. You bring a broad range of experience – not limited to the non-profit sector – and thrive in fast-paced, collaborative settings. You're curious, ambitious, and entrepreneurial, with a passion for social impact and a drive to continuously improve outcomes.

Key Accountabilities

Strategy & Execution (30%)

- Develop and execute a comprehensive social media strategy across platforms including Instagram, Facebook, TikTok, and emerging channels.
- Lead the strategy and execution of UNICEF Canada's Ambassador Program, including recruitment, onboarding, relationship management, content collaboration, and performance tracking.
- Manage influencer marketing initiatives, including sourcing, contracting, campaign execution, and measurement.
- Oversee paid social media campaigns, including media planning, buying, optimization, and budget forecasting.

Data-Driven Optimization (25%)

- Leverage audience segmentation and donor insights to inform targeting, messaging, and content personalization.
- Implement A/B and multivariate testing to optimize creative assets, messaging, and posting schedules.
- Monitor and analyze social media and ambassador program performance, providing actionable insights and recommendations to improve engagement and ROI.

Collaboration & Relationship Management (25%)

- Collaborate with cross-functional teams (Individual Giving, Development, Programs, and Communications) to align social media and ambassador efforts with broader organizational goals.
- Manage relationships with social media platforms, agencies, vendors, and ambassadors to ensure strategic alignment and execution excellence.
- Stay ahead of social media and influencer trends, platform updates, and best practices to continuously evolve UNICEF Canada's digital presence.
- Bring a roll-up-your-sleeves attitude to support the team during peak periods.

Creative & Content Oversight (20%)

- Collaborate on integrated briefs and steward work with agency partners and internal teams, ensuring brand consistency and quality. Champion experimentation with new formats to enhance impact, relevance, and innovation.
- Collaborate with channel leads (e.g., Comms, Creative, Digital) to support brand storytelling and engagement.

- Work closely with our creative team, agency partners and or directly with suppliers to develop content.
- Ensure all campaigns reflect UNICEF Canada's values, tone, accessibility standards, and DEI commitments.

Qualifications

- 8+ years of experience in social media management, preferably across both paid & organic channels.
- Expertise in influencer marketing, content strategy, and ambassador program development.
- Familiarity with social listening tools and emerging digital trends.
- Ability to manage external relationships with platforms, agencies, and ambassadors.
- Proven experience developing and executing social media and ambassador/influencer strategies, including recruitment, relationship management, and content collaboration.
- Strong understanding of paid social media advertising, influencer marketing, and organic content strategies.
- Demonstrated success in building and scaling ambassador or advocacy programs.
- Proficiency in social media analytics tools (e.g., Hootsuite, Meta Business Suite, Sprout Social, Google Analytics) and performance tracking platforms.
- Experience with audience segmentation and personalization to inform targeting and messaging.
- Strong analytical mindset with a track record of using data to drive decisions and optimize performance.
- Excellent project management and stakeholder collaboration skills, with the ability to lead independently and influence cross-functional teams.
- Exceptional written and visual communication skills, with a sharp eye for brand voice and storytelling.
- Comfortable working in fast-paced, dynamic environments with multiple priorities.
- Experience working with creative and media agencies to execute high-impact campaigns.
- Passionate about child rights, global development, and cause-based engagement.

An Employer of Choice: What We Offer

UNICEF Canada is where **diverse talent & passion** come together to create **extraordinary impact** for every child. We are committed to being an employer of choice and building a culture that is inclusive, ambitious, compassionate, and high impact.

Members of the UNICEF Canada team have access to the following employee benefits:

A ROBUST COMPENSATION PACKAGE	✓ Extended Health/Dental benefits, Healthcare Spending Account, and Wellness Account ✓ Life, AD&D, & Long-Term disability insurance coverage ✓ Employer match contributions (5%) to a Group Pension Plan ✓ Access to parental leave top-up
A COMMITMENT TO WELLNESS	✓ Fixed-hybrid work environment to balance connection and collaboration with the work-life integration needs of our team ✓ Minimum 3 weeks of annual vacation (increases with time served) & 1 additional day per year of service (max 30) ✓ 10 paid sick days & 2 personal days ✓ 9 to 11 employee wellness days – an additional series of pre-set days off, given annually to further extend long weekends ✓ Discounted rate for a GoodLife gym membership ✓ Access to an Employee and Family Assistance Program
A CULTURE OF LEARNING & GROWTH	✓ Access to a comprehensive global learning platform with over 1600 courses, webinars & resources ✓ Internal leadership development, training, & mentorship programs that integrate Anti-Racism and diversity, equity and inclusion principles

	✓ Opportunities to access both local & global stretch assignments
AN INCLUSIVE & PURPOSE-DRIVEN WORKPLACE	✓ Centrally located head office in mid-town Toronto with satellite offices in Calgary & Montreal ✓ Easily accessed by public transit and a short walk from several parking locations ✓ Inclusive & accessible co-working and meeting spaces designed to foster purpose at every turn and accommodate the diverse needs of employees
A CHANCE TO DO MEANINGFUL & LIFE-CHANGING WORK	✓ Under the leadership of a dynamic, accomplished, and experienced executive leadership team, you'll be part of a diverse & talented Canada team committed to creating meaningful impact while fostering an inclusive and supportive work environment. ✓ You'll join a global UNICEF family with a shared commitment to impact the lives of children

Our Commitment to Inclusive Workplaces & Recruitment

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.

At UNICEF Canada, we believe strongly in personal connections, and our hiring process is entirely human-driven. We do not use AI or automated systems to review applications or conduct interviews. Each candidate is evaluated by our experienced team to ensure a fair and thoughtful hiring experience.

How to Apply

Please submit your resume and cover letter as one document to careers@unicef.ca by **11:59 PM EST on Wednesday, November 19, 2025**. Please include your salary expectations in your cover email and reference the **Senior Manager, Social Media** in the subject heading.

UNICEF Canada thanks all applicants for their interest in this opportunity; however, only those selected for an interview will be contacted. Consistent with our Child Safeguarding Policy, all successful candidates must receive clearance by a police background check (including a vulnerable sector screen).

