



CANADA

Digital Marketing Specialist (Volunteer Position)

At Tearfund, you join other Christians around the world who are passionate about ending poverty and believe that the poor are precious to God. We believe that working with the local church is the best way to transform lives, restore relationships, and help people lift themselves out of poverty. When disasters strike, we respond quickly. We won't stop until poverty stops.

Benefits

- Work experience in an organization with a vision to see all people freed from poverty, living transformed lives and reaching their God-given potential.
- You will learn and gain experience in international development with a brand that is globally recognized.
- You will refine various digital marketing skillsets and learn how to think in a strategic way
- You will be able to use your God-given skills in a way that changes lives around the world

Position Profile

Position:	Digital Marketing Specialist (Volunteer)
Reports to:	Marketing and Communication's Manager
Location:	Markham, Ontario or remotely
Schedule:	8-12 hours a week (hours and times are flexible).
Dates:	January 5 – April 30 (Dates are flexible and can be extended or changed based on applicant)
Updated:	December 20, 2018
Application deadline:	No application deadline - we will hire once the suitable applicant is found.

Responsibilities

General Description

The Tearfund Canada team is made of Christians passionate about ending poverty. We are part of a worldwide family of Tearfund organizations. Tearfund Canada leads excellent projects in 11 countries in Africa and Asia with long-term Church based partners.

We raise funds from individuals and churches, as well as from Global Affairs Canada and through our membership in the Canadian Foodgrains Bank. Tearfund Canada serves as the official relief and development partner of five denominations and many independent churches.

Inspired by the example and teaching of Jesus, we recognize that people have deeply interconnected material and spiritual needs. We seek to meet those needs by working through local Christian networks across Africa and Asia - primarily through churches and faith-based organizations who are at the heart of their communities.

The digital marketing specialist loves to tell the story of transformed lives in the developing world. This person is an excellent story-teller, able to think strategically and a creative individual. They constantly seek to tell the story of the impact of Tearfund's development programs to the Canadian Church, individual donors and prospective donors.

This person helps with the ideation and management of Tearfund's digital marketing activities including web, social, and digital advertising. They desire to create holistic, integrative campaigns that work in conjunction with other marketing activities to drive donor acquisition and retention. They are relentless in their desire to have more people join the cause.

Weekly Activities

- Assists in the development and management of Tearfund Canada's social media calendar under the direction of the marketing and communications manager.
- Ensures proper maintenance of Tearfund Canada's presence on Twitter, Facebook, and Instagram
- Edits and designs simple visual components for web and social media including photos, posters, and infographics
- Assists in the management of paid advertising including Google ads and Facebook
- Assists with the maintenance of the website including the development of pages and content
- Assists with Tearfund's email marketing, including the management of lists and curation of email blasts
- Contributes to Tearfund Canada's overall digital marketing strategy in conjunction with strategic goals and campaigns
- May be involved in the creation of video

Qualifications

- A passion and willingness to learn about international development and Tearfund Canada's mission.
- Strong attention to detail and professionalism in writing, including spell-checking, editing, grammar, and style
- Experience using social media outlets such as Twitter, Facebook and Instagram, outside of personal use
- Understands how to effectively engage with social media audiences, influencers, and followers on all platforms
- Knowledgeable about Google AdWords/advertising and Facebook ads.
- Ability to follow Tearfund's brand guidelines
- Confident designing professional-grade graphics for social posts, digital advertisements, emails, and website
- Skilled with Adobe Creative Suite (InDesign, Illustrator, Photoshop etc.).
- Ability to work with a team but also take initiative to work independently without supervision
- Works well under pressure and on tight deadlines
- Innovate, able to think of new and creative ways to use social platforms and digital content to tell stories and interact with Tearfund's target audience
- Added Bonus: able to direct and edit short videos for social media and web

Application

To apply: Send a brief cover letter why you're the right person for this role, along with your current resume to hr@tearfund.ca

Note: No application deadline - we will hire once suitable applicant is found.

Please apply by email only, with cover letter to hr@tearfund.ca

Qualified candidates must be able to demonstrate a commitment to the core values and Christian mission of Tearfund Canada.

Tearfund Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank all applicants for applying, however will only reply to those selected for interviews. *No phone calls please.*

To learn more about Tearfund Canada, visit Tearfund.ca