

## Digital Marketing Coordinator

JA CENTRAL ONTARIO

- Posted On:** Jun 12 2023  
**Closes On:** Open Vacancy-Suitable candidates will be contacted on application  
**Location:** Remote-first/hybrid  
**Reports to:** Sr. Director, Finance & Operations for duration of leave for Director, Marketing and Communications  
**Role type:** Full time, permanent

Are you passionate about storytelling and brand building in a digital world? Are you experienced in using digital marketing tools to fundraise, share impact stories, create leads and grow a brand? If you're motivated by empowering youth and supporting the next generation, we'd love to hear from you!

JA Central Ontario is seeking a creative, impact-focused and data-driven Digital Marketing Coordinator to help us tell the JA story, increasing our digital footprint and online presence. This role will optimise and enhance our digital channels by creating engaging content, targeting key audiences and improving our use of digital marketing tools.

### KEY RESPONSIBILITIES INCLUDE:

#### Content creation and storytelling (70%)

- Create and implement a monthly digital content calendar, including social media, email and news articles,
- Manage social media channels, including content creation, scheduling, and engaging with followers,
- Support ongoing website management, including general upkeep and maintenance, content development, optimizing media and content for lead generation, and tracking analytics,
- Create engaging content for all digital channels, using Adobe Creative Suite and other design tools,
- Create and deliver monthly emails, implementing A/B testing and working with Data Specialist to ensure distribution lists are up-to-date and compliant with Canada's anti-spam legislation,
- Support Fund Development and Programs teams by designing, creating and promoting relevant content to achieve strategic goals,
- On-site support at fund raising and program delivery events within the region,
- Ensure all digital channels remain relevant by researching trends and new tools.

#### Management of digital marketing tools (30%)

- Manage email marketing tool (Constant Contact) and all email marketing activities, including monthly newsletter, event-related content, distribution lists and calendar.



- Manage day-to-day maintenance of the JA Central Ontario WordPress website including general upkeep, content development, optimizing media and content for lead generation, and tracking analytics.
- Plan and implement search engine optimisation (SEO) activities to improve fundraising, student and volunteer reach; use Google Analytics and Google Tag Manager to track campaigns and inform strategy,
- Optimize and maintain paid digital marketing portfolio, including Google Display, Google Adwords, and social media advertising,
- Support Sr. Director Finance & Operations / Director, Marketing and Communications in implementing a comprehensive digital marketing strategy to support fundraising, student and volunteer reach,
- Prepare monthly reports including data analytics and campaign analysis.

### Who we're looking for:

#### **Education & Experience:**

- Post-secondary education in Marketing Communications or related field, or relevant professional experience
- 2-3 years experience in digital marketing and content creation

#### **Knowledge, skills, abilities:**

##### **Required:**

- Outstanding copywriting and content creation skills, specifically for digital channels
- Experience developing and delivering digital content for web, social media and email,
- Experience of paid digital marketing tools including Facebook Business Manager, Google Adwords and Google Display networks
- Experience of Google Analytics, Google Tag Manager and SEO tools
- Experience of website content management systems such as WordPress
- Experience using email marketing tools such as MailChimp or Constant Contact
- Ability to collaborate, provide updates and deliver results in a remote-first work environment,
- Ability to independently manage simultaneous deadlines and diverse project teams,
- Some on-site attendance at events and functions.

##### **Preferred:**

- Working knowledge of Adobe Creative Suite including InDesign, Photoshop, Illustrator,
- Knowledge of digital communications in a charity setting,
- Experience fundraising through digital marketing tools.

**We value ongoing learning and professional development.** If you think this is the perfect role for you but you don't currently have all of the listed skills and experience, please know that we value ongoing learning and professional development within our staff team. If you want to grow in your career and have the desire and ability to develop those skills, we welcome your application.

As JA Central Ontario is a youth-serving organization, offers of employment are conditional on the review of references and Vulnerable Sector Screening.

Take the next step in your purpose-driven career by joining our team. We offer:

- A positive, supportive, and engaged culture.



- An unparalleled opportunity to inspire and prepare young people so they can succeed in a changing global economy.

JA Central Ontario is an equal opportunity employer, who values the diversity of our employees and those we serve. We welcome applications from all qualified applicants. If you require accommodation measures in the hiring process, please let us know in advance. Thank you for your interest in joining our team.

#### COMPENSATION:

The salary range for this position begins at \$45,000 and can be negotiated based on experience. We offer a comprehensive benefits plan, professional development support, generous paid time-off, and an RSP program.

#### HOW TO APPLY:

Submit a resume and a cover letter to [kdalziel@jacentralontario.org](mailto:kdalziel@jacentralontario.org) with Digital Marketing Coordinator in the subject line. Be sure to tell us what makes you a great candidate for this role and why you want to join JA. Only those applicants being considered will be contacted.

#### ABOUT US:

[JA Central Ontario](http://www.jacentralontario.org) is on a mission to inspire and prepare young people to succeed in a changing global economy. Working in Halton, Peel, Toronto, York, Durham, and Simcoe regions, we bridge the gap between education and the world of work, providing 30,000+ students in grades 3-12 with essential financial literacy, work-readiness, and entrepreneurship skills and experiences. A member of JA Canada and part of JA Worldwide, JA is the world's largest charity dedicated to educating young people about business.

