

Position: Manager, Digital Marketing and Communications

Type: Full-Time

Organization: Experiences Canada

Overview

Experiences Canada is a national registered charity that helps young Canadians explore their country in ways they never may have imagined through reciprocal exchanges, forums, conferences, and other opportunities to connect with one another. **The Manager (Manager), Digital Marketing and Communications** is responsible for planning, executing, and reporting on a range of digital marketing and outreach campaigns that will enhance our online presence, program reach, and digital fundraising. The role also ensures Experiences Canada is well serviced regarding its communications needs. Working closely with internal leadership and our program team, you'll report to the CEO, and use your design acumen and extensive knowledge of SEO, social media, and video marketing tactics to accelerate traffic, reach target audiences, and increase engagement. The position currently has one direct report.

Responsibilities and Duties

Reporting directly to the CEO, the Manager will be responsible for developing and implementing the annual Operations Plan, and will perform a wide range of duties including, but not limited to, the following:

Digital Marketing Operations Management

- Manage Experiences Canada's platforms / tech stack: website, webinar and email tools
- Oversee regular updates, edits, maintenance, and page creation.
- Provide design and technical support for online webinars and troubleshoot participant issues.
- Develop and distribute email communications and targeted email campaigns.
- CRM management for digital marketing campaigns

Social Media Campaigns and Analytics

- Working with the Marcomms coordinator, maintain a comprehensive social media content calendar.
- Manage and monitor social media accounts and lead a strategy to enhance LinkedIn profile.
- Help plan and execute integrated digital marketing campaigns and manage marketing strategy and promotions across paid, earned and owned social media.
- Use analytics, usability standards and SEO best practices to inform decision-making, planning and execution of web and digital properties and campaigns to drive traffic to our website and increase engagement and conversion among website visitors.
- Measure and report the performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Prepare regular social media and website analytic reports and produce data-based reports for senior management and the Board of Directors, as needed.

Storytelling: Content & Campaign Development, Design, and Brand Management

- Participate in planning, designing, and producing marketing collateral, internal communications, and promotional materials.
 - Create social media content (shareable graphics, posts, reels) and other required digital products, using Canva, and Adobe Premiere Pro.
 - Support curation of video content and provide editorial oversight.
 - Support the CEO in developing and curating content for a range of audiences, including blogs, media releases, and feature profiles.
 - Collaborate with senior management to design fundraising materials such as sponsor packages, program promotional documents, pitch decks and more.
 - Support the CEO in annual digital fundraising campaigns to extend audience reach and raise revenues.
- Ensure consistent branding and style across all media and materials.

Event & PR Support

- Help the team with the logistic and materials preparation for Experiences Canada's events (youth forums, PD conferences, "Days on the Hill") as well as the team's readiness for public facing outreach - such as conferences and external meetings.
- Coordinate PR and interface with news and media outlets as required

Communication and Collaboration

- Collaborate with cross-functional teams on a regular basis to plan and ensure collateral and campaign programs are delivered on time and on budget.
- Collaborate with the Exchanges team to hand over leads generating through marketing.
- Provide regular updates to CEO and summary reports as needed for senior management and the Board of Directors.

Required Qualifications and Experience

- Significant/relevant experience (5-8 years) in digital marketing and design.
- Minimum Bachelor's degree in marketing, communications, or related field.
- Superior grasp of digital marketing concepts, best practices, and measurement.
- Proficiency in marketing software, including but not limited to Google Analytics4, paid search (Google Ads, Facebook Ads), HTML, SEO, social (paid and organic) and WordPress.
- Ability to produce multimedia content, including video production and editing, using Canva.
- Experience with content management systems such as Salesforce, analytics tools, social media platforms, marketing automation (i.e. Campaign Monitor), email marketing and collaborative project management platforms such as Planner.
- Strong analytics background with the ability to leverage understanding of real-time data, overall brand goals and opportunities to A/B test, optimize, and make in-flight campaign decisions to improve campaign performance.
- Exceptional written and verbal communication skills.
- Proven experience in managing multiple projects simultaneously, from conception to execution, prioritizing effectively to meet deadlines.
- Exceptional organizational, time management and interpersonal skills with the ability to multi-task and adapt to changing priorities.

Desired Skills

- Understanding of the not-for-profit sector particularly related to youth programming
- Demonstrated achievements in project management and digital marketing
- Familiarity with graphic design software and tools such as Adobe Creative Pro and Canva.
- Experience leading direct reports and ability to provide management direction for a small team as well as summer students
- Bilingualism (French/English) is considered an asset

Work Environment

- Hybrid work requiring weekly in-person days in Ottawa office
- Entrepreneurial, fast-paced, collegial team-based approach
- Some travel may be required within Canada

Compensation: \$70-\$80k

Cover & Résumé: Please send both a cover letter and a résumé to hr@experiencescanada.ca

Note: *We thank all candidates for interest in this position however, we regret that we will only be contacting shortlisted candidates.*