



JOB POSTING

Date Posted: 28-April-2017	Deadline for Submission: 12-May-2017
Status: Full-Time Permanent	
IF INTERESTED PLEASE SUBMIT RESUME, USING “DIGITAL MARKETING SPECIALIST” TO HUMAN RESOURCES AT hr@ottawamission.com	

JOB TITLE: DIGITAL MARKETING SPECIALIST	
REPORTS TO:	DIRECTOR OF ANNUAL GIVING
DEPARTMENT:	FUNDRAISING
JOB LEVEL:	NON-MANAGEMENT
Core Purpose and Mission Statement	
<p>The Core Purpose of the Ottawa Mission Foundation is to be the fundraising arm of The Ottawa Mission; whose core purpose is to reflect Jesus’ love in serving the homeless, the hungry, and the lost.</p> <p>The Foundation was established in 2010 to allow those providing front line programs and services to focus on their work without having the additional responsibility of fundraising.</p> <p>Our Mission is to provide food, shelter, clothing and skills, and offer healing, faith and hope for building a wholesome life.</p>	
Vision & Values	
<p>Our Vision is to become a collaborative leader and innovator in empowering those we serve in transitioning to wholeness.</p> <p>Our Values are Acceptance, Respect, Compassion, Integrity and Interdependence</p>	
Position Purpose	
<p>Reporting to the Director of Annual Giving, the Digital Marketing Specialist will design and deliver marketing programs to support the fundraising initiatives at the Ottawa Mission Foundation. Proficiency in web advertising, social media, graphics, and web development is a must. The Digital Marketing Specialist will create and curate compelling written and visual digital content, manage social media accounts, design and implement both organic and paid social media, email campaigns, new website content: its creation, delivery and strategy. Evaluation of content reach, impact and fundraising results will also be critical in an effort to grow supporter base and create partnerships in the community.</p>	
Major Responsibilities	
<p>Strategy, Testing & Analysis</p> <ul style="list-style-type: none"> • Identify opportunities to engage online audiences • Help develop approach and strategy for identifying, building, and segmenting audiences; deliver targeted online content that is relevant to their needs and interests. • Develop and implement a content testing plan, including A/B testing. 	

ACCOMMODATION IS AVAILABLE, UPON REQUEST, FOR ALL EMPLOYEES WITH DISABILITIES

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- Monitor email campaigns, website and social media traffic, usage and user experience and fundraising results.
- Prepare regular analytics reports and provide direction/best practices.

Social Media

- Monitor and update all fundraising-focused online channels (Twitter, Facebook and LinkedIn) and ensure two-way conversations with our audiences.
- Work in tandem with content and event teams to co-ordinate and implement all social media and create/continue conversations online.
- Support team members to develop, implement and monitor effective digital paid for marketing campaigns.
- Stay up to date with Social Media trends and channels and make recommendations for changes in approach and strategy
- Optimize campaigns with videos (YouTube) for SEO purposes

Graphic Design

- Work with team to develop print material for fundraising initiatives, such as newsletters, brochures, and other supporting materials
- Work with Program Managers and Media & Communication team to develop brochures
- Create graphics optimized for web and print
- Manage posters and other graphical material for all Ottawa Mission departments
- Maintain a consistency and standard of quality for all graphics

Design, Content & Technical Support/Knowledge

- Support team members in the creation of original and timely, digital written content.
- Identify and select images, audio and video elements for content marketing.
- Create new, user-friendly designs and graphics on websites, emails and social media, ensuring they are optimized for mobile platforms.
- Support the team by managing quality assurance across all digital assets, by testing forms, landing pages, and reviewing emails. Fixing bugs when necessary.
- Stay up to date with current digital and fundraising trends, new tools, and best practices.

Website Content

- Create, develop, and implement content for website using WordPress platform.
- Report on statistics using tools, such as Google Analytics
- Design and implementation of various website widgets
- Management of website related projects
- Ensure website is adhering to provincial accessibility guidelines

Photography

- Take professional and meaningful photos using OM DSLR camera
- Attend community/internal events to photograph content for The Ottawa Mission website/social media

Other Requirements

Education:

- University and/or College Diploma in a related field

Experience & Qualifications:

- A minimum of 5+ years related work experience, ideally including digital fundraising and/or marketing experience.
- Demonstrated experience with digital content production and initiatives, tailored to different audiences

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and across multiple platforms, aimed at expanding organizational reach.

- Experience with digital advertising on Facebook and through Google AdWords.
- Experience analyzing and tracking digital data and the effectiveness of campaigns, with the ability to draw out key observations/learnings and present them to non-specialist audiences.
- Experience with email contact lists, database management and using merge fields to personalize content for emails.
- Experience with design, photo editing and production skills tailored for digital channels.
- An active and passionate participant in the social media sphere.

Knowledge:

- Demonstrated social media abilities and proficiency with Hootsuite or similar platforms required.
- Working knowledge of WordPress website platform.
- Knowledge of WCAG 2.0 and AODA accessibility standards.
- Technical proficiency in XHTML 1.0 Transitional, HTML5, CSS and CSS3.
- Graphic design skills, including experience using InDesign, Adobe Photoshop or similar software.
- Email, online and mobile marketing principles, practices and trends.
- Google analytics and tracking results through UTM parameters.
- Graphics requirements and standards.
- Knowledge of current design standards and processes.

Abilities and Characteristics:

- Excellent organizational skills and ability to manage multiple projects simultaneously as part of a high-performing and productive team.
- Excellent written, verbal and visual communication skills in English, with strong attention to detail and proofing skills.
- Creative, innovative thinker with a strong eye for digital content layout and design.
- Excellent interpersonal skills and ability to work well with others.
- Solutions-oriented.
- Self-motivated and ability to take initiative.
- Ability to work in a fast-paced environment, responds to requests quickly, and meets deadlines.
- Flexibility in work hours (occasional evening & weekend hours required).
- Understanding of and commitment to engaging the community to understand the issues surrounding homelessness and respectful of the privacy rights of individuals in a vulnerable situation.

Assets: (preferred but not required)

- Bilingualism (French and English).
- Experience working with Blackbaud Luminare or Raisers Edge CRM.
- Knowledge of video production, conducting live webcasts and photography.
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Working Conditions:

- Must work to, sometimes strident, deadlines, manage and respond to competing priorities.
- Intermittent physical activity including walking, standing, sitting, and lifting.
- Primarily Office Setting.
- Interacts with employees, donors and the community at large.