



Engineers Without Borders Canada

Digital Marketing Lead

Engineers Without Borders unlocks human potential in sub-Saharan Africa by investing in forward-thinking social enterprises. We support local innovators to accelerate their impact and apply their innovations on a global scale, to the benefit of millions. In Canada, we unlock human potential by fostering a community of leaders—supporting a network of established thought leaders while developing the next generation of pioneers.

The **Digital Marketing Lead** is a dynamic and self-directed member of the Communications team responsible for implementing EWB's digital marketing strategy to boost the organization's supporter growth and donor acquisition efforts. As part of a fast-growing Fundraising and Communications department, the ideal candidate for this new role is a goal and detail-oriented digital practitioner who has experience managing and updating websites, social media platforms, and email marketing systems.

The position requires competency in audience-driven writing and editing; evidence-based and data-informed campaigns; social, CRM and web analytics; traditional fundraising and marketing channel techniques; and the ability to thrive in an open, creative and free-form environment.

PRIMARY RESPONSIBILITIES:

This role reports to the Senior Manager, Communications and Marketing and works in close collaboration with members of the fundraising and communications team. Responsible for EWB's online voice and engagement, the Digital Marketing Lead will develop, maintain and continuously improve the quality of content across EWB's digital channels (website, blogs, email and social media). The Digital Marketing Lead will drive EWB's digital marketing strategy while improving the quality and diversity of our content, monitoring engagement and performance using analytics to learn and iterate to drive success, as measured by growth and/or conversions.

Digital supporter acquisition

- a. Plan and implement digital campaigns to support membership, supporter and donor acquisition through Facebook, Twitter, Google Adwords, custom landing pages and other digital channels.
- b. Strategize, write and execute a variety of email campaigns and welcome journeys.
- c. Ensure proper testing, tracking and continual optimization of online value propositions.
- d. Create, maintain and report on a mix of social and web analytics.
- e. Day-to-day liaison for ongoing projects with external digital agency.
- f. Review digital fundraising, marketing and engagement activities with clear recommendations for optimization and improvement.
- g. Support the overall goals and needs across the organization as required, including sometimes working outside of this role's area of focus and expertise.

Social media

- a. Manage the organization's presence across social media platforms to increase engagement and brand awareness.
- b. Highlight and amplify stories from EWB's community and public mobilization efforts across the country.
- c. Utilize a variety of social insight tools to cultivate and build relationships with relevant social media influencers.
- d. Provide social media training, support and guidance to EWB staff and supporters.

Website

- a. Update and manage www.ewb.ca, ensuring optimal user experience and conversion.
- b. Develop content pipeline for digital channels, curating and creating compelling, shareable SEO-friendly content (blogs, video, images) from our impact work, Fellowships, and Community.
- c. Support extensive WordPress Network of primary and EWB Chapter websites (40+ websites).

QUALIFICATIONS:

- Post secondary degree or an equivalent combination of formal training and experience.
- 3+ years of digital marketing and social media work experience with a visible track record and demonstrated learning.
- Knowledge and experience of developing, implementing, and optimizing user journeys and using digital paid media (including Facebook, Twitter, and Google Adwords).
- Knowledge and experience of email marketing (Pardot platform experience favourable) and content management systems..
- Knowledge and experience of conversion funnel optimization and/or multi-variant or split testing tactics for supporter/member growth.
- Experience analyzing and reporting on trends and behaviour of online supporters and distill actionable insights from a variety of web and social analytics for conversion, traffic funnelling, etc.
- Ability to write or edit content for multiple digital audiences with clarity and the appropriate voice and tone.
- Function effectively within fast-paced, energetic and intense work environment.
- Strong project and time management skills; ability to meet tight deadlines, navigate competing priorities, anticipate risks and ramifications, work effectively within a diverse team.
- Knowledge of SalesForce, WordPress Network implementation and Google Adwords viewed favourably.

Location: Engineers Without Borders' head office is located in Toronto, Ontario.

Application Process: *Please submit your application at ewb.ca/careers by Friday, June 23rd. We thank all applicants for their interest but only short-listed applicants will be contacted. EWB is an equal opportunity employer. All qualified applicants will be considered.*

