



Role: Marketing and Communications Manager

Start Date: Immediate

Position: Full-time permanent

Location: Toronto, Canada

Deadline: July 29, 2019

About EWB Canada

Engineers Without Borders Canada (EWB) is a Canadian NGO that brings people and ideas together to tackle the most crucial causes of poverty and inequality. EWB provides seed funding, talent and mentorship to social enterprises throughout Sub-Saharan Africa. For more information on EWB, visit <http://ewb.ca>.

Introduction

The Marketing and Communications Manager is responsible for developing and executing on digital marketing strategies, managing content calendars, coordinating and providing strategic communications guidance to all teams in order to boost audience engagement, generate leads and reach programmatic goals. The role reports to EWB's VP of Operations and Integration.

Is this for you? Yes, if...

You are a self-starter and digital marketing nerd at heart and love experimenting with new technology, adapting to the latest algorithms, testing the latest creative, UX and design trends and digging into the data to help you achieve our marketing KPIs. You have a deep knowledge of SEO, SEM and CRO as well as display, native, paid social and remarketing, and you've managed large-scale organizational websites. You understand how to stretch your budget to strike a perfect balance between digital advertising and inbound marketing.



Once a digital campaign is activated, you can't wait to start analyzing and optimizing the campaign for improved results while always thinking about the customer experience.

Position

Website & Social Media Management

- Manage EWB's website: Improving the SEO, usability, design, and content
- Manage data integration between e-communications platforms, social media and Salesforce.
- Create and lead social media strategy, channel planning and community management.
- Develop and measure social media performance and provide regular updates and recommendations for growth and engagement.
- Work with program teams to create and leverage campaigns and events to boost user-generated content among key stakeholders (students, young professionals and alumni.)
- Continually analyze performance, and optimize to improve performance and online user experience.
- Interpret website analytics into actionable findings; identify techniques to improve website engagement and course-correct problem areas.
- Prepare and present evaluations and recommendations of influencer and social media trends, technologies, competitive reviews, opportunities, and issues of interest to EWB.

Marketing & Communications

- Manage organization-wide email communications, including building and maintaining email lists, creating compelling content, and optimizing communications for various audiences.
- Support teams with the deployment of multi-channel campaigns across digital platforms for programmatic campaign needs.
- Manage ad campaigns across platforms, including search, display and social media to maximize ROI (campaign creation, monitoring, tracking, audience targeting, optimizing, budget management, expansion, etc.)



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- Develop channel-specific acquisition strategies that align with the annual content calendar and programmatic objectives.
- Manage EWB's editorial calendar, playing a lead role of coordinating content across different program areas and digital platforms.
- Assist in the development of a brand narrative and visual content for various stakeholders and external funders.
- Manage event communications, including event promotion and event branding.
- Support with key partnerships communications, and AGM communications.
- Produce compelling content to tell the story of EWB's community and impact, and engage new audiences.
- Maintain brand standards and provide resources and support to staff, chapter community and other stakeholders to apply these standards.

Required Skills

What qualifications do you need for this role?

- 4+ years of marketing experience including content strategy, content creation, social media campaigns and analytics
- Deep knowledge of digital marketing and understanding of how to leverage online channels (search (paid & grant), display, email, web, lead generation and social media, etc.) to meet targets
- Demonstrated ability to manage social media, including Facebook, Twitter, Instagram and LinkedIn
- Track record of effective web management
- Strong oral and written communication skills
- Excellent project management and time management skills
- Experience in a high-performance environment, with a consistent focus on delivery and results
- Demonstrated team player with effective cross-cultural interpersonal skills
- Able to develop and communicate a common vision and work within multidisciplinary teams
- A creative mindset, early adopter of digital trends and drive to innovate
- Ability to work in a cross-functional role and support program objectives



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Technically speaking, you are:

- Proficient with CRM Systems (Salesforce)
- Proficient with e-marketing tools (i.e. Mailchimp and Pardot)
- Proficient in WordPress
- Experienced in Google Analytics and Social Media Analytics
- Familiar with HTML5, CSS3, and JavaScript
- Understanding of Photoshop, InDesign and Illustrator
- Proficient with MS Office
- Videography and video editing considered assets
- Proficiency in French an asset

Compensation

Salary commensurate with experience and comparable to similar roles in the non-profit sector. All employees are provided with a comprehensive health/dental benefits package, Professional Development allowance and 3 weeks of vacation each year.

What's it like to work at EWB?

EWB is a high-performing team-based work environment. We have over 25 staff members working out of our Toronto-based office and many more based around Canada and in Africa.

Our office culture is one of passion, entrepreneurship, pragmatism, thoughtfulness, dedication and hard work. We have a strong commitment to excellence and achieving results. Our leaders, staff, and volunteers are youthful; this manifests in our dynamic and positive outlook. We blend a passion to change the world with pragmatism.

Work hours are typically 9 am to 5:30 pm with varied hours as required by meetings or events. EWB encourages a flexible work environment and offers opportunities for remote work.



Diversity, Inclusion and Gender Equality

EWB embraces diverse cultures, heritages, experiences and opinions in efforts to enrich our programmes and foster inclusive decision making. EWB is committed to providing inclusive, barrier-free employment free from discrimination, and to hiring diverse candidates.

EWB believes that gender discrimination is a root cause of global poverty and economic inequality, and the achievement of gender equality is integral to our mission of achieving systemic change and creating a more just society. We seek to achieve a vision of a more equitable society, inherent to which is the enjoyment of human rights and fundamental freedoms by all persons, regardless of gender identity, sexual orientation, race, class, ethnicity, disability, age or another status.

Application Process

To apply, please submit a cover letter and resume via <http://ewb.humi.ca/job-board>.

Applications will be reviewed on a rolling basis.

Applicants must be legally eligible to work in Canada.

Please let us know if you require any accommodation throughout the application process, and we will do our best to accommodate.

If you have questions, email us at recruitment@ewb.ca, noting "Marketing and Communications" in the subject line.

We thank all applicants for their interest but only shortlisted applicants will be contacted.