

JOB POSTING – Digital Marketing Coordinator

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| Organization: | Right To Play International |
| Department/Division: | HQ, Marketing and Communications |
| Work location: | Toronto, Canada |
| Work arrangement: | A combination of in-office and remote-working in accordance with Right To Play's work arrangement and the operational needs of the department |
| Authorized to work in: | Canada (Eligible to work legally without requiring sponsorship) |
| Target Hiring Range: | \$47,000 - \$51,000 CAD per annum |
| Target Start Date: | Immediate |
| Contract Duration: | Permanent/Full-time |
| Closing Date: | March 2, 2022 |

BACKGROUND:

Right To Play is a global organisation that protects, educates and empowers children to rise above adversity using play. By harnessing play, one of the most powerful and fundamental forces in a child's life, we helped 2.3 million children last year to stay in school and out of work, to prevent life-threatening diseases like HIV and malaria and to stay safe from exploitation and abuse. We are the only global development organization focused exclusively on using play to transform the lives of children and youth impacted by poverty, war, disease and inequality.

Established in 2000, Right To Play reaches children through experiential programming in 15 countries in Africa, Asia, the Middle East, and North America. These programs are supported by our headquarters in Toronto, Canada; London, UK and eight national offices across Europe (Germany, The Netherlands, Norway, Sweden, Switzerland, UK) and North America (Canada, US).

With a shared passion for our mission, our Culture Code guides how we act and interact based on five core pillars:

- Accept Everyone – *Be intentional about inclusion*
- Make Things Happen – *Seek opportunities to lead and innovate*
- Display Courage – *Act with integrity*
- Demonstrate Care – *Look after yourself and one another*
- Be Playful – *Have fun at work*

Please visit [our website](#) to learn more about who we are and what we do, and [watch this video](#) to find out about the five pillars of our Culture Code.



JOB SUMMARY:

The Digital Marketing Coordinator is responsible for the implementation of digital marketing and communications strategies, including website maintenance and support. This includes hands-on page building and content updating for Right To Play's International website, as well as support for website managers in National Offices on seven additional domains with website translations in several languages.

The incumbent will additionally assist with digital donor acquisition, analytics reporting and platform monitoring, while also offering strategic and creative insights.

Reporting to the Digital Marketing Manager, this role is a member of Right To Play's HQ Marketing and Communications team to support the digital marketing and communications colleagues in National and Country Offices, and to advance the organizations marketing and fundraising goals.

PRIMARY RESPONSIBILITIES:

Job Responsibility #1: Website Management (30% of Time):

- Use Wagtail Content Management System (CMS) to update website as needed, including building new eb pages and editing and updating existing pages
 - Test new functionality and troubleshoot issues
 - Guide implementation of Search Engine Optimization Strategy (SEO)
 - Work with Digital Marketing Manager to identify needs for new features and improvements for the website in order to increase traffic, and optimize the user journey for website visitors
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Job Responsibility #2: Website Support (25% of Time):

- Support National Offices with their website needs and questions, which could include:
 - Optimizing designs and layouts
 - Support for restricted pages and features
 - Training on website functionality
 - Roll out of new features
 - Troubleshooting issues
 - Training website managers across the Global Communications Team on use of the website
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Job Responsibility #3: Digital Donor Acquisition (15% of Time):

- Support and manage organic and paid digital acquisition and fundraising campaigns
- Optimize website for user data collection, as well as acquisition and donation conversion
- Support the creation and management of social media advertising campaigns
- Support for Google AdWords and Facebook always-on advertising campaigns



- Provide strategic support and insights for National Offices on organic and paid donor acquisition, data collection, and digital stewardship

Job Responsibility #4: Analytics Reporting and Monitoring (15% of Time):

- Lead monthly and quarterly reporting on digital marketing efforts, including social media, website and email marketing
- Report on paid campaigns and partner/ambassador activations
- Support the Digital Marketing Manager with social media posting and monitoring
- Provide data analysis and insights that help the Marketing and Communications team to gain new insights into digital audiences and that help drive data-driven decision-making

Job Responsibility #5: Strategic and Creative Support (10% of Time):

- Contribute to the development and launch of marketing and fundraising campaigns that drive increased web traffic and conversions
- Contribute to the achievement of RTP's strategic communications goals
- Evaluate emerging technologies and provide insight into new tools that could help achieve strategic objectives

Job Responsibility #6: Other Tasks as Assigned (5% of Time)

MINIMUM QUALIFICATIONS (Must have):

EDUCATION/TRAINING/CERTIFICATION:

- Post-secondary education with a degree or diploma in marketing, business, communications or other related fields

EXPERIENCE:

- 3 years' experience with a website Content Management System (CMS)
- In a web service/support role within an organization
- With Google Analytics, Facebook Insights and other analytics software to identify audience insights, user behavior and drive data-based decision-making
- With Search Engine Optimization/Search Engine Marketing (SEO/SEM) strategy implementation
- With social media posting and monitoring
- Creating compelling web and social content and copy



COMPETENCIES/PERSONAL ATTRIBUTES:

- Able to manage competing priorities and deliver tasks and projects on spec and on time
- Comfortable in a fast-paced environment and meeting tight deadlines
- Exceptionally detail-oriented, with strong organizational skills
- An energetic go-getter, motivated by challenges with a passion for problem-solving
- Eager to learn new skills and seeks out knowledge
- Demonstrated ability to work within a cross-functional, international team while being adaptable, flexible and sensitive to cultural differences
- A natural teacher with excellent interpersonal relationship skills who enjoys supporting colleagues to achieve their goals
- A confident oral and written communicator

KNOWLEDGE/SKILLS:

- Advanced ability to use a website CMS to create, edit and update website content
- Understanding of UI/UX best practices and a passion for improving user experiences
- Understanding and comfort with quantitative analysis and able to draw conclusions and offer recommendations from raw data

LANGUAGES:

- Fluency in spoken and written English.

DESIRED QUALIFICATIONS (An Asset)

- Experience with the following software/tools (or similar):
 - Wagtail CMS
 - Python coding framework
 - Sprout Social and/or Hootsuite
 - Facebook Ads Manager
 - Google AdWords
 - Photoshop and other design/Creative Cloud products
 - Hotjar or website behavior analytics tools
 - Mailchimp or other email marketing services
- Experience working in an international organization and/or working with/supporting different offices/chapters
- Proficiency in French, German, Dutch or Norwegian





WHO YOU ARE:

You are a highly driven, results-oriented, and well-rounded team player with a passion for working with children and youth. You are an excellent communicator with strong interpersonal skills, and an eagerness for solving problems. You enjoy collaborating with colleagues to achieve collective goals.

WHAT YOU'LL GET:

The opportunity to work with a passionate, innovative and collaborative team where you have the ability to make things happen. You will gain experience working for a Great Place to Work® Canada Certified and globally recognized organization with a healthy culture premised on our Culture Code (**accept everyone, make things happen, display courage, demonstrate care and be playful**). In addition, we offer a competitive salary and benefits package including Group RRSP Plan, gym membership, flexible work policy (e.g. work from home and flex hours), personal days, personal learning and development days and summer/winter hours.

HOW TO APPLY:

If you are interested in applying for this position, please apply [here](#) with your resume and cover letter.

While we thank all applicants for their interest, only those selected for interviews will be contacted. **Shortlisting of applications will begin immediately and interviews may be held before the closing date.**

Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. As such, we encourage groups who have been historically disadvantaged with respect to employment to apply for positions at Right To Play. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

We are a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs. **The successful candidate will be required to provide a satisfactory Vulnerable Sector Screening or equivalent criminal check as a condition of employment.**

EMPLOYEE VACCINE POLICY:

To protect the health and safety of our employees and the communities we serve, Right To Play requires all employees and volunteers based in Canada to be fully vaccinated against COVID-19. **The successful candidate will be required to provide proof of vaccination against COVID-19 as a condition of employment.**



Phone: + 1 416 498 1922



Mailing Address: PO Box 108, Toronto Adelaide Retail, Toronto, ON M5C 2H8
Street and Courier Address: 43 Front St E, Unit 200, Toronto, ON M5E 1B3



Website: righttoplay.com



ACCOMODATION:

Should you require any form of accommodation during the recruitment process, kindly contact the People & Culture team by email at careers@righttoplay.com

To learn more about who we are and what we do, please visit our website at www.righttoplay.com.