

Marketing Coordinator (Full Time, Permanent)

Good Neighbours Canada

Good Neighbours is an international humanitarian development non-governmental organization (NGO) founded in South Korea in 1991. After 5 years, we obtained consultative status with the United Nations' Economic and Social Council (UN ECOSOC). Good Neighbours Canada launched in March 2017. Under the Good Neighbours' international governance, we focus on fundraising, volunteer programs, and global development campaigns to support field projects.

We are looking for a creative individual who can create impactful social media ads, create and publicize storytelling videos and analyze audience behaviour to achieve fundraising goals.

Role

The Marketing Coordinator is responsible for the creation and publicizing of marketing materials relating to Good Neighbours Canada's development projects. Responsibilities will include the use of video storytelling to create social media content, and to develop and analyze ad sets and their performance. The Marketing Coordinator will strengthen Good Neighbours Canada's online impact, connect with influencers and media partners, and promote our platform through targeting specific audiences. The candidate will have the freedom to develop and initiate new online marketing and engagement campaigns whilst utilizing resources already available to us through the Good Neighbours International network. The Marketing Coordinator will attend regular team meetings to strengthen the whole organization's capacity.

Key Responsibilities:

Online Fundraising:

- Develop and execute innovative online fundraising strategies to support the organization's goals under Good Neighbors International brand guidelines.
- Proven experience in creating successful fundraising web pages and campaigns.
- Analyze and report on the performance of online fundraising activities.

Marketing Material Production:

- Design and produce compelling marketing materials, including videos, photos, brochures and posters.
- Use Adobe Illustrator and other relevant software for creating high-quality visual content.
- Ensure all materials align with our brand and messaging guidelines.

Social Media Management:

- Develop and implement effective social media strategies to engage audiences and drive fundraising efforts and create an annual social media calendar.
- Create and curate content for various social media platforms, including call-to-action messages.
- Interacting with donors and the wider public, and responding to enquiries in an informed and brand-aligned manner.
- Monitor and analyze social media trends and their impact on the organization. Managing a budget to be spent on promoting social media posts and pay-per-click (PPC) advertising.

Content Writing:

- Craft engaging and persuasive content for a variety of platforms, including websites, social media, and fundraising campaigns.
- Excellent English writing skills with the ability to produce clear and compelling narratives.

Google Ads and Analytics:

- Manage Google Ads campaigns to maximize online visibility and fundraising opportunities.
- Analyze campaign performance using Google Analytics and other tools to inform future strategies.

Web Development and Maintenance:

- Build, update, and maintain the organization's website, ensuring it is user-friendly and up-to-date.
- Understanding of Wordpress or similar web building tools essential.
- Collaborate with external vendors as required.

Qualifications

- Proven experience in online fundraising and digital marketing.
- Exceptional writing and communication skills in English.
- A portfolio showcasing successful online fundraising campaigns and marketing materials.
- Proficiency in Adobe Illustrator and other graphic design tools.
- Strong experience in website development and maintenance.
- A knowledge of, and an interest in, the methods organizations use to promote themselves through social media is a necessity.
- Analytical and reporting ability.
- An ability to multitask, to work on a number of projects at once.
- Quick critical thinking and problem-solving abilities.
- Good collaboration and teamwork abilities.
- Good understanding of, and passion for, international humanitarian projects.

Compensation

- 40 hours per week (Monday to Friday)
- Work Arrangement: Hybrid (3 Days On-site, 2 Days Remote)
- Gross Salary \$42,000 with 4% of paid vacation

Please submit your resume, cover letter, and portfolio demonstrating relevant experience to hello@gncanada.ca. The closing date for applications is February 11th, 2024.

Good Neighbours Canada actively seeks staff who reflect the diverse community it serves. Individuals typically underrepresented in the community are encouraged to apply. This includes (but is not limited to) individuals who identify as queer, trans, persons of colour, Indigenous persons, women, persons living with disabilities and/or with mental health variations. Accommodations are available on request.