



ABOUT MAKE-A-WISH® CANADA

Make-A-Wish® creates life-changing wishes for children with critical illnesses. We are on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness. As an independently operating affiliate of Make-A-Wish International, Make-A-Wish Canada is part of the network of the world's leading children's wish-granting organization. We serve children in every community in Canada, and in more than 50 countries worldwide.

Since 1983, Make-A-Wish Canada has granted over 35,000 wishes across the country, over 1,000 last year alone. For more information about Make-A-Wish Canada, visit makeawish.ca.

Join our team as a:

Digital Marketing and Fundraising Specialist
National Office – Toronto (Yonge St. and York Mills Rd.)
Working remotely during COVID-19 pandemic
Regular Full-Time
Reference #: MAW039

JOB SUMMARY

Reporting to the Digital Marketing and Fundraising Manager, the Digital Marketing and Fundraising Specialist will lead the implementation of digital marketing and fundraising campaigns and initiatives to achieve fundraising and mission goals for MAWC. This role will provide specialized expertise in end-to-end execution of all digital marketing efforts to the organization, ensuring we utilize current best practices to maximize our marketing and fundraising efforts.

PRIMARY RESPONSIBILITIES

- Support the Digital Marketing and Fundraising manager in the development, implementation, and optimization of digital marketing and fundraising initiatives for new and existing programs, across the organization. This includes, but is not limited to the development and execution of digital advertising, SEO/SEM campaigns (including Google Grant ad campaigns) and Email marketing campaigns
- Lead the management and implementation of email marketing calendars, including content gathering, content development, project management, list pulls and segmentation, identification of audience overlaps and resolving them with stakeholders,



monitor IP/deliverability and email program performance on a weekly basis, and proactively ensuring timely completion of projects and flawless campaign sends.

- Develop impactful and engaging email content tailored to relevant audience segments, including continuous optimization of open rates, click through rates and conversions, including A/B tests/experiments and other tactics
- Oversee and manage MAWC staff support requests; review, establish and optimize processes; define scope of work (SOW) and monitor reports to ensure deliverables are met
- Work in collaboration with Digital Marketing and Fundraising Manager and Web Developer to oversee user experience design and implement optimization plans for new and modified digital solutions
- Develop and socialize reporting on paid digital and email marketing program performances for owned programs and stakeholder programs on a regular basis, sharing performance and insights with stakeholders
- Maintain master reporting dashboards to aid in the collection of insights for individual campaign/email/content type by audience
- Participate actively in design, development, configuration, and quality assurance testing of digital solutions
- Develop documentation and training resources around digital fundraising are adhered to; conduct training sessions for MAWC staff and volunteers, as required.
- Provide ongoing digital marketing and fundraising consultation to staff
- Work in collaboration with IT/Digital Solutions team to research and evaluate new digital solutions tools that will meet or enhance organizational business needs
- Ensure that all digital marketing and fundraising initiatives adhere, and are compliant, to CRA, CASL, Privacy, Accessibility and other relevant guidelines and standards
- Stay current on innovations and best practices related to digital fundraising and marketing
- Ensure consistent adherence of MAWC's visual identity and web development standards for all digital marketing and fundraising initiatives
- Build and maintain effective relationships with external partners
- Work in compliance with the Occupational Health and Safety Act and its regulations
- Other duties as assigned

QUALIFICATIONS

- Related post-secondary education, preferably in marketing and/or online marketing/e-commerce; or equivalent combination of education, training and related experience



- Minimum 3 years of digital management and online marketing experience, including experience in developing online marketing/online fundraising solutions, executing e-mail marketing campaigns, SEO/SEM campaigns, Google Analytics, PPC/CPC campaigns (including Search, Social, Display and Remarketing)
- Demonstrated experience with digital marketing and fundraising platforms (MailChimp/DonorDrive preferred) and/or content management systems (WordPress).
- Proven experience in writing high-impact, relevant and engaging content for relevant target audiences that drive conversion and activation
- Experience with online fundraising platforms, content management systems and database management; experience with Salesforce, MailChimp, Donor Drive and Causeview tools an asset
- Experience with user interface design, wireframes, user experience testing and web analytics reporting (Google Analytics)
- Excellent organizational, time management, communication, problem solving, writing, and analytical skills
- Excellent analytical and problem-solving skills, including experience with online data collection, analysis, and report development.
- Customer focus to interact with staff, donors, volunteers and members of the general public
- Working knowledge of HTML5, CSS, Javascript
- Proficiency in MS Office
- Proficiency in Photoshop an asset
- Experience working in a large multi-level or non-profit organization an asset
- Experience in project and client management an asset
- A flexible and adaptable work style; open to collaboration with diverse personalities within a dynamic work setting

WORKING CONDITIONS

- Office environment with occasional requirements to work outside of regular office hours
- Occasional day/overnight travel

PHYSICAL & MENTAL EFFORT



- Works under pressure of tight deadlines, with high volume workload, and with multiple demands, changing priorities.
 - Demonstrates emotional resiliency to be able to conduct cold-calls and continue to develop key stakeholder relations.
 - Ability to work independently and exercise sound judgement
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WHAT WE OFFER

Make-A-Wish® Canada offers meaningful opportunities to make an impact. We are committed to fostering a culture that aims to change lives, foster compassion and better humanity.

In return for your contributions, we offer an attractive compensation package that encompasses a competitive salary, excellent benefits, and the opportunity to have a rewarding employment experience where your contributions can make a true difference every day.

HOW TO APPLY

Qualified candidates are invited to send their resume and cover letter stating salary expectations, and quoting the reference Digital Marketing and Fundraising Specialist, **Posting #MAW039** in the subject line of the email by September 22, 2021, to:

Make-A-Wish® Canada
Human Resources Department
Hr.Recruitment@makeawish.ca

We thank all applicants for their interest and advise that only those selected for an interview will be contacted. No phone calls, please.

Make-A-Wish® Canada provides equal opportunity in employment and encourages applications from all qualified persons. Accommodations are available on request for candidates taking part in all aspects of the selection process.

JOIN OUR ONLINE COMMUNITY

For more information on how you can support Make-A-Wish® Canada or get involved please visit our website at makeawish.ca.