

Social Media and Digital Marketing Specialist (New position)

Job Reports to: Manager of Marketing and Communications

Category: Full-time, permanent

Salary: \$41,600 - \$50,000 per year

Benefits: 50% employer paid extended health benefits

International Travel: Opportunities to visit DWC project sites on volunteer trips

Paid Time Off: 3 weeks' vacation and statutory holidays

Closing Date: Open until suitable candidate is found

Location: DWC's office in Kamloops, BC. This is not a remote position

Hours: 40 hours per week, Monday - Friday, 8:30am - 4:30pm

If you are a bright, driven and digitally savvy marketer with strong social media and content creation skills, then we're looking for you!

Developing World Connections is an international development charity located in Kamloops, British Columbia. Its mandate is to address issues of poverty and social justice and create greater global engagement.

Reporting to the Manager of Marketing and Communications, the **Social Media and Digital Marketing Specialist** will be responsible for:

60% Social Media Content Creation

- Setup and manage social media campaigns (Facebook, Instagram, LinkedIn, Twitter),
- Create content for social media platforms - writing, graphic design and video editing,
- Monitor and evaluate social media analytics to ensure posts are relevant and achieving campaign objectives,
- Manage a content calendar and create weekly content that will attract and connect with our audience,
- Maintaining brand continuity across social and written touchpoints,
- Manage and report on social budget,
- Assist in fundraising activities such as our annual charity golf tournament,
- Other duties as required.

40% Digital Marketing

- Setup and manage Google Ad campaigns (Google Ad grant, search, display and Youtube),
- Develop and manage the company's SEO strategy,
- Monitor KPIs for conversions and budget,

- Create, optimize and manage the ad creation process from conducting keyword searches, creating ads, managing ad budget, assessing conversion rates and other KPIs,
- Make basic updates to the website,
- Perform competitor analysis and keep up to date with market research,
- Participate in fundraising activities such as our annual charity golf tournament,
- Other duties as required.

Requirements:

- Minimum two years' experience in digital marketing and/or managing social media accounts across all major platforms (Facebook, Instagram, LinkedIn, Twitter etc),
- Understanding of cookie-based data collection, Search Engine Optimization (SEO) content, and increasing organic ranking,
- Experience managing paid ads and their accompanying platforms including remarketing strategies for Facebook and Google, application of remarketing pixels/code/event code,
- Competency in WordPress content updates, maintenance and optimizing landing pages,
- Proficiency and experienced with Google AdWords and Google Analytics, SEO strategies and accessibility standards,
- Demonstrated experience creating content for social media platforms such as Facebook, Instagram, LinkedIn, Twitter,
- Demonstrated ability to grow an engaged audience on social media,
- Excellent understanding of graphic design,
- Familiarity and experience with content planning tools,
- Confident in video creation,
- Excellent command of (written) English, including strong creative copywriting and editing skills,

Preference given to those who have international travel experience and/or experience of the developing world.

Qualified applicants please send a cover letter and resume to info@developingworldconnections.org, referencing **Social Media and Digital Marketing Specialist** in the subject line.

Only shortlisted candidates will be contacted. Successful candidate must provide proof of full vaccination status.