

Digital Engagement Specialist

Location: Markham, ON
Immediate Supervisor: Communications Manager
Application Deadline: November 30th, 2022

We are looking for a talented digital engagement professional to join our marketing and communications team. You will help us raise awareness of neglected tropical diseases and the Effect Hope brand. Our ideal candidate is a creative and savvy social media expert, preferably with a background in social media audience growth. You will be someone who possesses an audience-first mindset when writing and creating social media and audience engagement content.

Your content will inspire and encourage online guests to act and support and promote Effect Hope. We want more Canadians to know about neglected tropical diseases and our work to stop them. Do you think you can help us?

ABOUT EFFECT HOPE

Globally, 1.7 billion people are affected by neglected tropical diseases like leprosy. They are the world's most underserved people and communities. These diseases don't just cause illness and disability, but they destroy livelihoods and tear families apart. The neglected tropical diseases seed discrimination and isolation. Neglected tropical diseases trap people in a cycle of poverty.

As followers of Jesus, we cannot stand by and let people suffer needlessly from treatable and preventable diseases. God calls us to intervene in this broken world as agents of restoration and hope. We work with our committed supporters here in Canada and our partners in the countries where we serve to be champions of hope.

Charity Intelligence Canada named us a ["Top Ten Impact Charity"](#) and a ["Top Ten International Impact Charity."](#)

Overview of the Role

Do you love creating engaging, shareable social media content? Are you a pro at building click-worthy digital ads? Would you consider yourself a "growth hacker" with a successful track record for expanding social media audiences? Are you a creative person who takes the initiative to keep up with digital media trends?

If the answer is YES, we want to hear from you.

In this role, you will work with the Marketing and Communications team to develop an effective digital media strategy to grow our base of followers. You will be responsible for using various content creation tools to prepare and schedule branded posts that will raise the brand profile of Effect Hope. As a creative digital media expert, you will design and evaluate paid digital ad campaigns to increase our donor base.

Benefits

At Effect Hope, we ask a lot of our employees, but we also offer a lot in return. In addition to your competitive salary, medical/dental/vision plan, and matching pension plan, you will enjoy:

- **Location:** This role will be a flexible hybrid work arrangement. Most days will be spent working from your home and you will be required to work at our office one day per week. (Our office is currently in Markham, Ontario and could possibly change to another location in the Greater Toronto area in the future.)
- **Teamwork:** You will have frequent daily interactions with other team members and partners via email, group chats and video conferences. Travel out of town may be required occasionally, but not frequently.
- **Community:** Hang out and pray with your colleagues and be encouraged in your faith.
- **Career Development and Mentoring:** We are a Christian organization with experienced and thoughtful leaders committed to investing their time to grow and develop others.

What You Bring to the Role

- Relevant degree in communications, digital marketing or related field.
- Minimum 3-5 years' experience in a digital engagement role in a charity.
- Excellent research, writing, and communication skills
- Ability to self-manage and deliver assigned work within given timelines.
- Experience creating content and writing in plain language for diverse audiences.
- Solid knowledge of content creation tools such as Canva is a must.
- Familiarity with graphic design software (e.g., Adobe Creative Cloud) is an asset.
- A successful track record of developing, managing, and implementing social media campaigns.
- In-depth knowledge of social media trends.
- Solid experience with digital ad campaigns.
- Strong knowledge of content creation and distribution, SEO, digital analytics tools, and content maintenance for strategic digital communications.
- Awareness of best practices for web content accessibility (e.g. captioned videos, reading levels, consumption behaviors, etc.).
- Demonstrated ability to drive digital engagement on social media platforms as well as in forums to expand awareness about the brand you represent.
- Demonstrated ability to collaborate with senior leaders, including the CEO.

The selected candidate must be willing to commit to our Vision, Mission and Values. Effect Hope is a Christian mission with a donor base primarily of the Christian faith. Candidates must be comfortable with this position and be willing to work in this environment with a broad range of Christian perspectives.

We welcome and encourage applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank all those who apply, however, only those selected for an interview will be contacted.

Apply now to humanresources@effecthope.org.