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| <b>Department:</b>         | Resources and Public Engagement                        |                |
| <b>Responsible to:</b>     | Communications and Marketing manager                   |                |
| <b>Supervise:</b>          | N/A  |                |
| <b>Classification:</b>     | E  |                |
| <b>Status:</b>             | Permanent, Fulltime                                    |                |
| <b>Working Conditions:</b> | Sedentary, Hybrid <sup>1</sup> or Remote               |                |
| <b>Location:</b>           | Winnipeg preferred, other locations will be considered | September 2023 |

### **Position Summary:**

The marketing specialist is responsible for developing and implementing marketing campaign plans to increase awareness of the Canadian Foodgrains Bank network in Canada, understanding of global hunger, and call Canadians to one of four meaningful actions: Give, Pray, Learn, Advocate.

This position is based in Winnipeg. Other locations may be considered. Periodic domestic and international travel will be required.

### **Primary Working Relationships:**

The marketing specialist is a member of the communications team within the larger Resources and Public Engagement Department. The coordinator reports to the communications manager and works closely with other members of the communications team. They work collaboratively with supporter relations and public engagement managers and team members, corresponding member staff, and staff from other departments.

### **Roles and Responsibilities:**

(Key: A = act; A&I = act & inform; AAC = act after consultation)

#### **1. Marketing campaign management**

- 1.1.** Implement ongoing marketing campaigns, within budget, across traditional and new media as required. **AAC**
- 1.2.** Develop and implement annual fundraising appeals.
- 1.3.** Work with communications and supporter relations staff and/or other departments in the development of resources and campaign materials and assets as assigned.
- 1.4.** Implement and help drive ad hoc and emergency campaigns as necessary in response to events such as natural disasters, or government decisions.

<sup>1</sup> \*Foodgrains Bank defines hybrid work as three days per week in the office and up to two days per week in a remote location.

- 1.5. Execute special and emergency appeals including participation in humanitarian coalition joint appeals; Support the promotion of appeals, special events and advocacy campaigns.
- 1.6. Marketing Automation – Implement and set up a schedule of automated marketing initiatives such as email series, custom responses, digital media tracking, and retargeting to support a relational approach to donor acquisition and supporter relations.
- 1.7. Monitor and report on campaign results, providing insight into successes and weaknesses.

**A&I**

## **2. Member relations**

- 2.1. Maintain working relationships with corresponding staff at member agencies and other relevant organizations.
- 2.2. Collaborate with members in the development of joint marketing, public engagement and/or advocacy campaigns.
- 2.3. Facilitate participation of members in marketing, public engagement and advocacy campaigns.

**AAC**

## **3. Other**

- 3.1. Stay up to date with the work of the international program and public policy departments and issues facing the humanitarian and development sector in Canada and globally.
- 3.2. Provide advice on marketing campaigns to interdepartmental project teams as requested.
- 3.3. Make a positive contribution to departmental and team meetings.
- 3.4. Participate in developing the Foodgrains Bank's overall communications strategy.

### **Qualifications:**

#### *Education:*

- Postsecondary diploma or degree in marketing, communications, digital media or related field and/or commensurate combination of education and experience.

#### *Experience:*

- A minimum of five years marketing coordination experience.
- Experience with a variety of marketing forms, such as social media, content marketing, print, radio and video etc.

#### *Special Skills*

- English language fluency
- Strong interpersonal skills
- Project and time management skills
- Working knowledge of Google Analytics
- Must be comfortable with CRM databases
- A good understanding of multi-channel marketing
- Competent in Microsoft applications
- Strong intercultural competency
- Must identify with and support our Christian mission and identity

*Assets:*

- French language skills
- Knowledge of Adobe Creative Suite or similar
- Knowledge of Hootsuite or similar
- An understanding of the different Christian denominations that support our mission