

Position Description

Position Title: Marketing Coordinator

Department: Communications Team

Reports to: Communications Manager

Date Last Modified: May 2021

Position Purpose

This Position (FT) reports to the Communications Manager and is responsible to coordinate and execute our marketing campaigns and appeals focusing on: content creation, design, and analytics. The Marketing Coordinator will also produce and coordinate compelling stories and marketing materials in the form of blog posts and monthly reports to our donors. They will work closely with the communications team to ensure that consistent content is delivered on all of our platforms. They will liaison with the International Operations Team to connect with our International Partners and gather information that can be used to produce interesting stories and reports. As an integral part of our communications team, the Marketing Coordinator's objectives include increasing awareness and preference for Partners International Canada, brand building, and energizing key stakeholders within the Canadian landscape.

Responsibilities:

Story-telling, writing and reporting

- Execute and maintain the content calendar; create/curate content including articles, blogs, graphics, promoting content/conversations and sharing actions.
- Content Management: Create, post and modify content on multiple platforms to enhance the user experience and increase engagement.
- Draft, edit and deliver proposals and other donor communications materials as required.
- Collaborate with the Communications team and other departments to create innovative approaches to storytelling, and reporting.

Campaign and Blog Coordination

- Coordinate campaigns and appeals from concept to design to implementation making sure to collaborate with various stakeholders and inform appropriate team members.
- Create content marketing campaigns to drive leads and subscribers. Use SEO best practices to generate traffic to our site.
- Regularly coordinate and collaborate with team members to produce various content types, including email, social media posts, blogs and field reports.
- Actively manage and promote our blog, and pitch articles to relevant third-party platforms.
- Edit stories, blogs, reports and other content produced by various members of the staff.
- Analyze content marketing metrics and make changes as needed.
- Attend weekly departmental meetings where collaboration takes place for producing content consistent with the mandate of the organization.
- Occasionally attend events where connections are made and stories can be produced.

Skills, Experience, Knowledge and Gifting

- A heart for Missions and a desire to see our world changed through the person of Jesus Christ.
- Experience working for Non-profits, Mission Organizations or Local churches an asset.
- Professional Integrity, Confidentiality and a high commitment to accountability.
- Educational background in marketing, communications, journalism, creative writing or public relations preferred.
- Demonstrated skill and success in promotion of content through social media (Facebook, Twitter, Instagram, etc.).
- Proven success in the use of Wordpress, Hootsuite, mailchimp (or similar), Adobe Creative Suite, InDesign, HTML and video editing.
- Demonstrated experience in Google analytics and SEO.
- Strong design sense.
- Excellent written communication and ability to craft a story that inspires and motivates others to take action.
- Strong verbal and interpersonal communication and ability to work well in a team environment.
- Attention to detail and a desire to get it right.
- Self-starter with ability to work alone and in collaboration with others including senior leaders within the organization.
- Ability and experience in working in a deadline focused, multi-project environment.
- Passionate about self-development and personal growth as a writer, storyteller and communicator, with a desire for continual improvement and a desire to produce excellent results.
- A problem solver who is willing to take responsibility to solve shared problems
- Externally focused with a desire to deliver excellent service to our donors and stakeholders.
- Passionate about giving a voice to the voiceless, biblical stewardship, working in partnership with global leaders and telling the stories from afar that Canadians need to hear.

NOTE: This role will be a hybrid between a home office and our Brampton office, with at least three days required physically onsite at the office. Some regional or national travel could be required.

Our Culture:

We partner with local leaders in challenging places to build the church and transform communities in the name of Jesus.

Our Statement of Faith can be found here (WEA Statement of Faith):

<https://worldidea.org/en/who-we-are/statement-of-faith/>

We are a Christian mission in the evangelical tradition with a focus on gospel proclamation and integral mission. All of our staff members are encouraged to sign a lifestyle and code of conduct statement, and to be donors of our mission.

Our staff gathers weekly for a one hour “chapel” event during which we pray together, study the Bible and learn about and are inspired about our mission. This event includes interaction with our international partners, donors and the Canadian Church. We live out our faith in Jesus through our work, our relationships and our passion to see our world transformed in the name of Jesus.

Because we are a donor-facing ministry there are professional expectations for all staff regarding dress, language and social media usage.

We are a cross-cultural, global mission that interacts with people of many different backgrounds, languages and cultures. “Cultural Intelligence” is nurtured and expected alongside emotional and intellectual intelligence amongst our staff members.

Our Values:

- **Jesus Changes Lives**
- **We are on Mission with God**
- **Every Person has Dignity and Worth**
- **Partnering is God’s ideal**
- **Bold Leaders Make a Difference**
- **Integrity Matters**
- **We are to Bring Our Best**

Please take the time to include a cover letter in your application and tell us what appeals to you personally about our culture and mission! Submit resume and samples of your content/written/visual work to sandra.heemskerk@partnersinternational.ca