



Job title	Digital Marketing Specialist
Job location	Action Against Hunger Canada - Head Office in Toronto
Direct supervisor	Fundraising Manager
Type of position	Full time – Toronto HQ based position

Founded in 1979, Action Against Hunger is a global humanitarian organization that takes decisive action against the causes and effects of hunger.

We save the lives of severely malnourished children while helping communities become self-sufficient. Recognized as a world leader in the fight against malnutrition, Action Against Hunger has pursued its vision of a world without hunger for almost four decades, combating hunger in emergency situations of conflict, natural disaster, and chronic food insecurity. With more than 8,000 staff in nearly 50 countries, our programs in nutrition, food security, livelihoods, water, sanitation, and hygiene, reach more than 20 million people each year.

Action Against Hunger is seeking a **Digital Marketing Specialist** to help implement its digital marketing strategy to engage new and existing donors in both French and English.

Responsibilities

Responsibilities include, but are not limited to, the following:

- Maintain organization’s website, including identifying and implementing website improvements;
- SEO implementation, on-site and off-site;
- SEM campaign strategy, creation and implementation: AdWords (Google Grants and paid), social media advertising, as well as creating KPIs to help budget and prioritize future ad spend;
- Supporting digital campaigns through content posting/scheduling for website, email, and social media;
- Continually analyzing and optimizing performance using testing and analytics tools;
- Conducting ongoing market analysis and benchmarking;
- Preparing detailed reporting on marketing performance;
- Providing counsel and assistance for digital marketing matters to fundraising department.

Qualifications

- One to two years experience in digital marketing;
- Strong written communication skills in both French and English;
- Strong interpersonal and teamwork skills;
- Strong analytical and reporting skills;
- A “can do” attitude and desire to learn;
- Creative and detail-oriented;
- Demonstrated commitment to Action Against Hunger’s mission and values;

- Demonstrated commitment to gender equality;
- Interest in international development and humanitarian aid;
- Knowledge of Microsoft Office applications;
- Experience with SEM/SEO, site performance optimization, A/B testing, paid search advertising (Adwords and Facebook), ROI and goal tracking, conversion optimization;
- Experience using Google's suite of analytical tools (Analytics, Trends, Optimize, Keyword Planner, Search Console, etc), and other analytical tools;
- Knowledge of HTML, CSS and web standards (experience with WordPress considered an asset);
- Experience with social media platforms, including advertising and analytics (Facebook, Twitter, Instagram, LinkedIn);
- Experience with e-mail marketing (experience with MailChimp considered an asset);
- Experience with Adobe Creative Suite considered an asset.

How to apply

We are looking for a motivated and dynamic individual to complement the Action Against Hunger Canada team. If you are interested in this position, please send your resume and cover letter to rec@actioncontrelafaim.ca. In the subject line, please indicate Digital Marketing Specialist. **Application deadline is January 6th 2019, at 11:59 pm.**

To learn more about Action Against Hunger, visit our website at www.actionagainsthunger.ca