



MANAGER, DIGITAL

Status	Full-time, permanent
Department	Donor Marketing
Reports to	Director, Acquisition
Compensation band	3A
Overall responsibility	The Donor Marketing team is responsible for acquiring, cultivating and retaining donors for monthly giving programs and general contributions. We work with external consultants and suppliers to develop and deliver Marketing programs to both existing donors and identified target markets. The Manager, Digital is responsible for developing and implementing innovative strategies to drive web traffic and donations, and keep Plan International Canada on the leading edge of digital marketing.

Specific responsibilities

- Responsible for the development and implementation of the online acquisition, awareness, and engagement strategies and budget in order to aggressively grow Plan Canada sponsorships and new donors, and improve awareness and engagement rates
- Responsible for developing requirements for web enhancements to ensure online conversions.
- Collaborative mindset and ability to develop integrated partnership with teams & stakeholders
- Manage the online vendor/agency relationships to maintain long term value and consistently have high quality donor touch points
- Manage the execution of digital media programs/campaigns including agency briefings, media targeting, creative production, tracking & post analysis of campaigns.
- Responsible for the monitoring and evaluation of online results to ensure key performance measurements are being met.
- Staying up-to-date of digital developments and continually informing the organization about new tactics, strategies and opportunities
- Working in collaboration with the Sr. Manager, One Time Gifts, to develop an online strategy to deliver a long-term donor
- Manage 1 Specialist for online
- Work closely with our internal partners/departments to ensure a smooth donor experience, efficient use of internal resources and doing what is best for the larger organization and ultimately the

Skills, experience, qualifications

children we work to serve

- Post-secondary diploma or degree (Business/Marketing major preferred)
- Minimum 5 years' experience marketing; 2 - 3 years' experience digital marketing
- Digital marketing industry certification are an asset
- Demonstrated experience in developing and implementing online strategies including SEM, online media
- Experience with CMS and web analytics reporting software
- Advanced competence in Microsoft Excel, PowerPoint, Word and Outlook
- Superior written and verbal communication skills
- Strong organizational, project management, analytical and interpersonal skills
- Innovative and creative
- A team player with a positive "can do" attitude
- Ability to multi-task in fast paced environment
- Demonstrated interest in or experience with the non-profit sector
- A strong work ethic coupled with tact and diplomacy
- Personal values consistent with those of Plan International's corporate values
- Bilingualism is considered an asset

About Plan International Canada

Imagine working for a leading international non-governmental organization (NGO) that's dedicated to creating a better world. That's Plan International Canada, a global movement for change, mobilizing millions of people around the world to support social justice for children in developing countries.

Founded in 1937, Plan International is one of the world's oldest and largest international development agencies, working in partnership with millions of people around the world to end global poverty. Not for profit, independent and inclusive of all faiths and cultures, Plan International Canada has only one agenda: to improve the lives of children. Because I am a Girl is Plan International Canada's global initiative to end gender inequality, promote girls' rights and lift millions of girls – and everyone around them – out of poverty.

Plan International Canada is part of a global network of offices in over 70 countries. Our busy Toronto and Ottawa-based offices undertake fundraising, donor engagement and public outreach, as well as overseeing a wide variety of field programs led by our International Program Department, which includes experts in health, education, water and sanitation, economic security, gender equity, child protection and participation, and humanitarian assistance.

We at Plan International Canada are a dedicated, passionate and diverse team of over 200 employees who are committed to making a difference in the lives of children.

Join us and plan to change the world.

Visit our website at plancanada.ca

How to apply

To apply for this role please forward your CV and covering letter, outlining your skills, experience and salary expectations to gethired@plancanada.ca by May 12, 2017 Please reference **Manager, Digital** in the subject line.

Plan International Canada sincerely thanks all applicants for their expressed interest in this opportunity; however only those selected for an interview will be contacted. **No phone calls please.**

Applicants must be legally eligible to work in Canada.

Consistent with our Child Protection Policy the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

Plan International Canada is an inclusive workplace, and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the Bona-fide requirements for the open position. Applicants need to make their requirements known when contacted.