



MARKETING SPECIALIST, RECURRING PRODUCTS

Status	Full-time, 12 month contract
Department	Donor Experience
Reports to	Senior Manager, Recurring Product
Compensation band	2B
Overall responsibility	Plan International Canada has an exciting new opportunity for a Marketing Specialist.

As Marketing Specialist, Recurring Products, you'll use your skills in project management, copywriting, content marketing and creative thinking to deliver communications to donors and enhance products.

This role is integral to Plan International Canada's Donor Experience team, and reports to the Senior Manager, Recurring Products while providing project support across team initiatives.

Specific responsibilities

- Create and deliver existing product features and communications, ensuring they are effective and are completed on time in an organized and successful manner;
- Help develop and launch new/improved sponsorship products or communications, that will create an improved donor experience and/or increase fundraising goals;
- Provide support to Donor Experience Senior Managers to implement personalized donor journeys
- Provide support to Marketing teams to help achieve marketing goals
- Ensure expenses are tracked, monitored and reported. Working closely with the Senior Manager, Recurring Product complete budget projections.
- Contribute to the Sponsorship Product and Donor Experience strategic plans
- Conduct product training as required

Skills, experience, qualifications

- Experience working with marketing agencies.
- Experience with Direct Mail and/or digital fundraising campaigns would be an asset
- Demonstrated strong project management, organization and budgeting skills
- Experience facilitating and working with cross-functional and cross-department groups in order to implement goals
- Able to identify potential risks, and proven ability to problem solve; take appropriate actions to address issues; when required recommends solutions
- Expertise in Microsoft Office programs
- Innovative and creative, with a proven track record to implement new ideas
- Ability to prioritize and implement strategies on time and within budget
- Excellent written and verbal communication skills with demonstrated writing, editing, and proofreading skills.
- Has a high level of attention to detail and accuracy.
- Exceptional interpersonal skills
- Ability to multi-task in a fast-paced environment with competing priorities
- A strong work ethic coupled with tact and diplomacy
- Personal values consistent with those of Plan International's corporate values

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, 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 has only one agenda: to improve the lives of children. Because I am a Girl is Plan International'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 5, 2017. Please reference **Marketing Specialist, Recurring Products** 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 provided the applicant has met the Bona-fide requirements for the open position. Applicants need to make their requirements known when contacted.