



## SPECIALIST, DIGITAL ACQUISITION

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<b>Status</b>	Full-time, Permanent
<b>Department</b>	Donor Marketing
<b>Reports to</b>	Manager, Digital
<b>Compensation band</b>	2B
<b>Overall responsibility</b>	The Donor marketing team raises 60% of Plan Canada's revenue and is responsible for acquiring, cultivating and retaining our mass market donors.

Reporting to the Manager, Digital Acquisition & Telemarketing, the Specialist, Digital Acquisition will be responsible for coordinating and executing acquisition programs through the online channel that will drive revenue, acquire new donors and generate leads.

The Specialist's primary focus will include managing a profitable acquisition strategy, optimizing existing channels, finding new acquisition sources. Maintain oversight across a variety of channels including SEO/SEM, Display, Paid Socials, acquisition and lead generation campaigns, web enhancements to support our eCommerce platform and web analytics. The Specialist will also work closely with our Digital engagement team to provide donor marketing online requirements for internal development/execution and input into the overall digital strategy

<b>Specific responsibilities</b>	<ul style="list-style-type: none"><li>• Build, grow and optimize paid online acquisition programs through SEO/SEM, Display, Paid Socials, Affiliates, Partnerships and other PPC programs</li><li>• Lead the execution and assist with the planning of online acquisition and lead generation campaigns</li><li>• Brief ad creative for all assets required to support acquisitions programs</li><li>• Implement testing initiatives in key areas such as ad creative, messaging and layout</li><li>• Responsible for developing marketing web enhancements/ requirements to support acquisition initiatives; with specific focus on Gifts of Hope store.</li><li>• Manage the Google Grants program</li><li>• Maintain and update online acquisition advertising calendar</li><li>• Monitor online and campaign performance, including the development and management of KPI dashboards, measuring</li></ul>
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actions, identify opportunities and risks, recommend and implement solutions based on insights

- Continually stay abreast of digital trends, tools and competitor/industry insights
- Manage external vendor/agency relationships to ensure campaigns are managed on time and on budget.
- Work closely with our internal partners/stakeholders to ensure a flawless donor experience, efficient use of internal resources and doing what is best for the larger organization and ultimately the children we work to serve

### **Skills, experience, qualifications**

- University or college degree in marketing/business
- 3+ years online marketing and experience
- Strong experience in online acquisition vehicles such as Display, Paid Advertising and other online acquisition channels
- Strong knowledge of keyword research, SEO/SEM techniques, Remarketing and Conversion tracking
- Strong analytical skills and experience with analytical tools such as Google analytics
- Excellent communication (oral and written)
- Strong PC skills with advanced Excel, PowerPoint and database knowledge
- Strong project management skills and attention to detail
- Ability to work independently and a team-oriented environment
- Ability to multi-task in a fast-paced environment
- Organized, resourceful, detail orientated and with exceptional follow-through
- Interest in and dedication to Plan's mission. Knowledge of international development would be an asset
- 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](http://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](mailto:gethired@plancanada.ca) by May 19, 2017. Please reference **Specialist, Digital Acquisition** 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.