



Job Posting

Digital Marketing Manager - Ottawa, ON (Hybrid)

The Opportunity

Strong digital communications are the backbone of how Nature Canada is engaging nature-lovers across Canada. This is more than a job. Nature Canada has always been about the love of nature, but we are at a moment in history when science is clearly telling us that we are undermining the conditions of life on Earth. We aim to be a part of reversing that trend and need a communicator who understands the importance of digital channels to help us successfully convey the crisis. We are looking for a digital campaigner who can plan and execute cutting-edge campaigns and contribute their expertise to results-oriented strategy discussions. Our goal is to empower nature-lovers across Canada to take action for the wildlife and wild spaces they value.

Organization

Nature Canada connects the dots between local action and systemic change. A charitable organization, for more than 80 years, we have been Canada's voice for nature. We work to ensure that solving the biodiversity crisis is a government priority. We advocate on behalf of other species for habitat protection and good policy. We facilitate mobilization among our extensive network of partners and individual nature-lovers to achieve our shared goals and generate the political will for needed transformation.

Job Summary

This position is right for you if:

- you have strong experience in digital marketing especially email and web-based marketing
- you love to experiment with new tools, approaches, and messaging
- you understand the potential social impact of broad-based digital action and know how to optimize and target advocacy campaigns depending on your objectives
- you know what works in content development and love working with creators on great copy, graphics and video to take campaigns to the next level

We are looking for someone to develop and execute our digital engagement strategy. This person will develop products like emails and digital actions that inspire our supporters to take impactful actions and nurture relationships to meet campaign goals including lead generation, mobilization, and donor conversion.

Description of Duties

- Engage Nature Canada's digital supporter base in campaign mobilizations and suggest new tactics for digital mobilization

- Manage web content on WordPress (HTML/CSS/PHP)
- Coordinate Email marketing campaigns through Engaging Networks CRM
- Manage and develop digital advocacy actions through Engaging Networks CRM
- Develop audience segmentation for email marketing programs
- Develop web pages and products to showcase Nature Canada's mission and work
- Develop and drive strategic digital marketing campaigns that advance Nature Canada's goals from start to finish
- Develop and manage supporter contact data management system
- Help implement paid digital promotion strategies (social media, search engine, traditional media, etc.) to advance Nature Canada's campaign priorities
- Monitor and document analytics with intent to improve performance, reach and return on investment
- Monitor emerging trends, best practices and technologies in the digital space and apply that knowledge into planning
- Bring digital marketing to the development of the organization's public face – helping to ensure consistent execution across all key digital channels including web, social media, online community, content and email marketing
- Provide technical support and advice to team members and organizational stakeholders

This position is based in Ottawa and reports to the Communications Director.

Summary of Qualification and Experience

When assessing your application, we will look for 5+ years experience related to the above duties. In addition we will be looking for the following qualifications in particular:

Required Experience (5+ years):

- Wordpress website content management
- HTML/CSS
- CRM management
- Email Marketing
- High English language proficiency

Additional Asset Qualifications:

- PHP programming
- Experience working with Google Office tools
- Experience with Engaging Networks CRM
- Experience working at a charity in a communications role
- Experience working with digital advocacy tools
- Knowledge of Data Management in a contact database
- Knowledge of social media marketing
- French language proficiency
- Proficiency in an Indigenous language

- Experience working with Canadian Indigenous organizations

Salary

The salary range for this position is \$60,000-75,000/year, depending on experience, with a competitive benefits package and 4 weeks paid vacation.

To Apply

To apply for this position, please send a resume and a cover letter describing your motivations for applying and why you are suitable for this job to info@naturecanada.ca with “Digital Marketing Manager job application” in the subject line.

Deadline December 1, 2022

No calls please. We thank all candidates for their interest, but we will only contact those selected for an interview. Interviews will be conducted on an ongoing basis until the position is filled.

We encourage applications from members of equity-seeking groups. Nature Canada is committed to a workplace free from discrimination, harassment and intimidation where everyone can participate safely, freely and confidently.