



JOB POSTING

POSTING #: 2023-63

POSITION TITLE: DIGITAL MARKETING MANAGER

THE OPPORTUNITY

Join one of the [Top 10 Canadian Youth Impact Charities of 2022](#) today! Since 2010, Charity Intelligence has awarded Eva's with high marks for financial transparency, accountability to donors and cost-efficiency.

Learn more about Eva's Initiatives and the work that we do.

[About Us - Eva's Initiatives for Homeless Youth \(evas.ca\)](#)

ROLE OVERVIEW

Reporting to the Senior Director of Communications and Development, the Digital Marketing Manager will play a pivotal role in advancing our mission by developing and executing digital marketing strategies that drive awareness, engagement, and support for our programs and initiatives. The incumbent will work under general direction with respect to business objectives and organizational philosophy. Output is trusted as accurate, sound, and viable, and is not generally subject to review. Consults with others as required on matters with broad implication.

The role requires bringing an understanding of anti-Black racism and anti-oppression work, coupled with technical expertise in digital marketing.

RESPONSIBILITIES

Digital Strategy:

- Develop and implement comprehensive digital marketing strategies that align with Eva's Initiatives' goals and values, with a particular focus on anti-Black racism and anti-oppression.
- Create content that educates the public about youth homelessness and Eva's services.
- Inform content creation strategies and lead distribution and promotion across digital channels.
- Plan, develop, and execute comprehensive digital marketing campaigns, with special emphasis on holiday-specific campaigns.
- Drive the organization's online presence, ensuring it resonates with diverse audiences.

- Collaborate with internal teams to integrate digital strategies into overall communication and fundraising efforts.
- Foster engagement with digital audiences through timely responses to comments, messages, and user-generated content.
- Stay updated on industry trends and emerging digital marketing technologies to ensure optimal campaign performance.
- Ensure that all digital marketing efforts adhere to relevant legal and privacy regulations.
- Implement and manage marketing automation tools to streamline processes.
- Collaborate with community leaders/influencers to support Eva's cause.
- Develop a plan to address any negative publicity or crises that may arise during the campaign.

Digital Campaign Management:

- Align campaign goals with Eva's guiding principles and values.
- Co-create and execute digital campaigns across multiple platforms, including social media, email marketing, and paid advertising, to drive engagement, donations, and event participation.
- Manage external vendors supporting digital campaigns to ensure services are delivered to specifications, on time and on budget.
- Ensure Eva's website and online giving platforms are current with campaign information and donation options.
- Create dedicated campaign landing pages that drive conversions.
- Create and manage online advertising campaigns (e.g., search, display, social, video, etc.) to drive traffic to donation pages or campaign content.
- Monitor and analyze campaign performance using data analytics tools (such as GA4), adjusting strategies as needed to optimize results.
- Regularly assess the performance of marketing campaigns & adjust budgets to maximize ROI.
- Determine how budget resources will be distributed among various digital marketing channels and campaigns.

Anti-Black Racism and Anti-Oppression Work:

- Apply an understanding of anti-Black racism and anti-oppression principles to all digital marketing activities, ensuring a commitment to equity, diversity, and inclusion.
- Implement strategies that promote social justice and challenge systemic barriers affecting marginalized communities.

Email Marketing:

- Plan, execute, and analyze email marketing campaigns, ensuring they are aligned with organizational goals.

- Segment email lists and personalize content to increase engagement and impact.
- Share impact stories, fundraising updates, and upcoming events.

Website Management:

- Oversee the organization's website and digital giving platforms, ensuring content is up-to-date, user-friendly, and accessible.
- Optimize website content and structure for search engines and user experience.

Social Media Management and Community Engagement:

- Manage and maintain Eva's social media presence across various platforms.
- Foster and maintain a strong online community through social media interactions, responding to comments, and engaging with supporters, partners, and stakeholders.
- Encourage active participation and support from Eva's online community.

Budgeting and Resource Allocation

- Develop and manage the digital marketing budget, allocating resources effectively across various channels and campaigns.
- Monitor digital marketing expenses closely to ensure they stay within the allocated budget.
- Determine how budget resources will be distributed among various digital marketing channels and campaigns.
- Identify opportunities to reduce costs while maintaining or improving campaign performance.
- Negotiate contracts and pricing with digital marketing vendors, agencies, and service providers to optimize cost-efficiency.

Reporting and Documentation

- Create regular reports on campaign progress, including key performance metrics and financial summaries.
- Document successful campaign strategies for future reference.

QUALIFICATIONS

- Bachelor's degree in marketing, communications, or a related field.
- Excellent written and verbal communication skills.
- A demonstrated understanding of anti-Black racism, anti-oppression, and social justice principles.
- Minimum of 5 years of experience in digital marketing or a related field.

- Proficiency in using digital marketing tools, including social media management platforms, email marketing software, content management systems (CMS), and data analytics (GA4).
- Excellent written and verbal communication skills.
- Strong project management and organizational skills.
- Ability to work collaboratively within a team and with diverse stakeholders.
- Commitment to Eva's mission and values, including a dedication to supporting Black youth experiencing homelessness.
- Ability to work collaboratively in a fast-paced environment.
- Knowledge of the non-profit sector and youth homelessness is an asset.

APPLY

Submit a cover letter and resume in one document by **December 12, 2023**, to careers@evas.ca. Be sure to indicate **2023 – 63 Digital Marketing Manager** in the title. No phone calls, please.

CONDITIONS OF EMPLOYMENT

<https://www.evas.ca/conditions-of-employment/>

LAND ACKNOWLEDGEMENT

<https://www.evas.ca/land-acknowledgement/>

LOOKING TO LEARN AND GROW WITH US?

Check out other all our employment opportunities on our website at <https://www.evas.ca/employment/>

Eva's Initiatives for Homeless Youth

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   Connect with us @evasinitiatives.