



Digital Marketing Coordinator

Habitat for Humanity Manitoba is hiring a Digital Marketing Coordinator for the Marketing, Communications and Philanthropy department. We are a non-profit organization whose mission is to build safe, decent and affordable housing for purchase by low-income working families. This is a new and exciting role within the organization, reporting to the VP, Marketing, Communications and Philanthropy. The Digital Marketing Coordinator is responsible for the social and online presence to support the organization's objectives.

As the Digital Marketing Coordinator you will help grow the organization's digital presence through all online initiatives. You will maintain a professional and consistent brand voice across all social channels while driving brand awareness within our markets. The successful candidate is self-motivated, creative and results driven with proven experience in a digital marketing capacity, specifically in social media management, online advertising, content creation and email marketing.

RESPONSIBILITIES:

- Curate and develop social media calendars and manage implementation (scheduling), monitoring and reporting of the social media strategy on Facebook, Instagram, Twitter, LinkedIn, Snapchat and TikTok, as well as have a passion for continually learning about the latest innovations and marketing opportunities in the social space
- Respond to customer inquiries through social media, ensuring excellent customer service and consistent brand experience; escalating when required
- Growing our online presence and increasing traffic to our website and social media platforms with exceptional content creation
- Planning and scheduling online ads in Google Facebook/Instagram, LinkedIn based on our marketing calendar; and providing related analytics, as well as creation of all copy writing for all paid advertising campaigns
- Collaborate with the Marketing, Communications and Philanthropy team to come up with creative content development re: new content, video, marketing efforts through social media, digital and other marketing channels
- Planning and scheduling email marketing campaigns based on our marketing calendar; and providing related analytics
- Analyze marketing data and apply towards optimizing marketing strategies
- Provide ongoing insight and recommendations for a digital marketing strategy to support department goals
- In conjunction with the Communications Coordinator/Graphic designer, ensure the website marketing objectives are achieved

QUALIFICATIONS:

- Minimum 2 years working experience in digital marketing with a proven success record
- Post-secondary education in Marketing and or Advertising or equivalent work experience
- Experience managing social media platforms – Facebook, Instagram, Twitter, LinkedIn, YouTube, Snapchat and TikTok
- Top notch written and verbal communication skills (both formal and informal) with a strong attention to detail and dedication to accuracy
- Strong organizational, analytical, time management and planning skills and the ability to work well within a team
- Social personality and genuine love of relationship-building with strong relationship management skills
- Experience with SEO, Google AdWords, and Google Analytics
- Proficiency in Microsoft Office 365
- Experience in creating short and long form video content and video editing is an asset
- Experience with SharePoint and Adobe Suite an asset
- Demonstrated experience with email service providers such as MailChimp and list management is an asset

Habitat for Humanity Manitoba offers a comprehensive health and wellness benefits program and competitive salary (comparable to private sector).

Please forward your cover letter, resume and salary expectation electronically to cmariash@habitat.mb.ca by **12:00 pm on May 27, 2022.**