

Digital & Social Media Specialist

Position Summary:

An exclusive full-time position as Digital & Social Media Specialist you will help grow our ministry reach to impact the lives of men around the world.

Impactus | Promise Keepers Canada is a global, Christian ministry to men whose mission is to “Ignite and equip men to have a Godly impact.”

The person filling this role must have a heart to reach men with the Gospel and be able to agree with the ministries Vision, Mission, and Statement of Faith.

Location:

Impactus | Promise Keepers Canada is located in Burlington, Ontario. This can be a hybrid or potentially remote position.

Working with our Content and Marketing teams, you will own our website and social media channels. From strategy and analytics to creative design, and community management, you will also take an active role as a presence on social media as one of the faces of the ministry. You'll have the opportunity to take our social media presence to a new level, growing our ministry reach and engagement. A brand storyteller, writer, editor, graphics, and video specialist, you will help grow our brand, ministry, reach and engagement.

What You'll Do:

Social Media and Social Ads

- You're comfortable on camera as well as creating great social content
- Create and post engaging content for our audience through social posts, imagery and video using Hootsuite
- Develop, execute, and optimize online paid campaigns, and being accountable for planning and budget management
- Daily monitoring and interacting with our audience on all social channels
- Actively monitor, analyze, and report on social performance
- Research: stay up to date on changing tools in digital and social media including but not limited to measurement and analytic tools, industry and global trends, competitor tracking daily
- Work closely with our Marketing Team to generate cohesive strategies and executions across platforms and ensure the best results while finding new opportunities for growth and innovation

Website and SEO

- Manage all website content, including keeping plug-ins up to date
 - Working knowledge of WordPress (plug-ins, themes, basic CSS)
- Oversee tracking and analysis of campaigns to ensure results are meeting audience growth and retention goals.
 - Google Tag Manager, Google Analytics (GA 4), Meta Pixels
- Management of eCommerce and events on Givecloud
- Coordinate the creation of landing pages, creative, and other assets
- Implementing SEO best practices
 - Managing SEO/SEM campaigns on website content
 - Provide on-page and off-page optimization, perform SEO audits and recommendations for web optimization and content development.

Email:

- Design and create email campaigns
- Manage email lists, including ongoing clean up and syncing with Constant Contact
- Working knowledge of Constant Contact and API building

What You'll Bring

- A desire to use your gifts and talents to support our vision to see every man become grow and live as a disciple of Jesus
- A university degree, college diploma or equivalent in social media, graphic design, video production, digital marketing communications, or a related subject area.
- Minimum 3 years experience in social media, content creation, digital marketing
- Proficient in Adobe Creative Suites, Premiere Pro, Photoshop, InDesign and After Effects, Microsoft Office
- Experience writing copy, captions, design, and video editing skills
 - Podcast editing (audio and video)
 - Creative Design and editing
- Comfortable on camera as one of the faces of the ministry
- Strong technical aptitude and willingness to learn
- Sound judgment and resourcefulness to solve problems independently
- Stay up to date with new & upcoming marketing rules, regulations, trends, tools, and applications.
- Ability to identify and communicate issues when they arise
- Highly organized and able to juggle multiple projects based on priority
- Work with internal teams and outside marketing agencies to plan and implement digital marketing campaigns.

Applicants should provide samples of their work, along with their resume.

Those who are interested in the position should submit their resume to Paul La Vigne – Director of Operations & Marketing to jobs@promisekeepers.ca

We appreciate all who apply, but only those selected for an interview will be contacted.