

## **JOB DESCRIPTION**

Position Title: **Manager, Digital Media Marketing**  
Employment Terms: **Permanent, Full Time**  
Reports to: **Vice President, Marketing & Communications**

## **ORGANIZATION BACKGROUND**

For more than 50 years, Special Olympics Canada (SOC), a program within the worldwide movement, is dedicated to enriching the lives of Canadians with an intellectual disability through active participation in sport. SOC is a national, grassroots, charitable organization that provides best of class sport training, nutrition education, health screenings and competition opportunities for athletes of all ages and abilities. Year-round programming is available in hundreds of communities across Canada, supported by thousands of volunteers. Special Olympics is an inclusive movement powered by sport - transforming the lives of individuals and families, while creating more inclusive communities from coast to coast to coast. Special Olympics Canada's programs are funded by; individual donors, corporate sponsorship, fundraising activities, Federal/ Provincial/Territorial governments, foundations, and the involvement of volunteers in communities across the country. Special Olympics in Canada follows a federated program delivery model with a National Office and incorporated Chapters in twelve Provinces and Territories.

## **POSITION SUMMARY:**

The Manager, Digital Media Marketing is responsible for managing brand, marketing, and communications over digital platforms. The Manager is well versed in digital media trends, including media strategies, targeting tactics, asset development such as static, video and audio, and measuring media delivery, KPIs and reporting.

The individual understands how to leverage digital marketing knowledge and expertise to maximize SOC investment in digital marketing and effectively build communities, engage new athletes, volunteers and donors, building a "case for support" for a variety of audiences. A strategic thinker and planner, the Manager, Digital Media Marketing is also responsible for the analytics and dashboards required to measure impact and performance.

## **RESPONSIBILITIES:**

### **Marketing and Digital Communications**

- Experience in the digital media channels currently available for commercial/charity communications and how to strategically and relevantly use digital media to advance the organization;

- Manage digital marketing and communications through all digital platforms - with a shared responsibility for Special Olympics Canada social media channels working alongside the Manager, Communications and Marketing;
- Produce and distribute quality marketing and communications materials through all technology platforms on brand, on strategy, on message and on budget;
- Oversee content updates for digital platforms working closely with the Manager, Communications and Marketing and the Website and Digital Marketing Coordinator;
- Design, write and produce digital ads and other marketing tools;
- Work closely with the Individual Direct Marketing Program (IDMP) team on all communications and acquisition needs for donors - create compelling and timely communications;
- Refine, re-engineer and implement digital prospect and donor journeys;
- Meet with and provide Director, Individual and Community Giving timely and relevant updates and recommendations on campaign effectiveness and adjust accordingly;
- Oversee SOC dark digital fundraising campaigns;
- Responsible for the effective management of Customer Relationship Management (CRM) tools such as Click Dimensions for e-distribution of internal and external communications including monthly reports on overall performance;
- Oversee and mentor the Website and Digital Marketing Coordinator role on a day-to-day basis;
- Collaborate with cross-functional teams to coordinate the development of all marketing materials;
- Manage outsourced agencies and coordinate marketing production requirements;
- Work on integrated marketing campaigns such as National Partner campaigns, Sport marketing, etc.;
- Assist the Business Development team on marketing and communications requirements for LIMITLESS: The Special Olympics Canada Gala;
- Oversee the digital marketing and communications needs for the National Awards Night;
- Assist the Vice President, Marketing & Communications on operational budget tracking and management as applicable.

## **Website and Analytics Management**

- Oversee the execution of the SOC website and coordinate the work of the external service provider;
- Update fundraising pages including design and content on Crowd Change (SOC's fundraising platform) to align with digital marketing efforts;
- Oversee any redesign initiatives to meet organizational needs;
- Working with the Website and Digital Marketing Coordinator manage all media campaigns creating dashboards for tracking and measurement with external service providers;
- Ensure Google Adwords account is effectively managed, up to date and reflects current SOC marketing and communication activities;
- Assist the Vice President, Marketing & Communications on operational budget tracking and management as applicable.

**QUALIFICATIONS:**

- 7-10 years experience in Digital Marketing and Communications and experience in digital fundraising
- Solid knowledge of media and PR, pitching stories, securing coverage, and building a “case for support”
- Solid excel, Photoshop and CRM software skills (eg. Click Dimensions, DDMS, etc.)
- Understanding of cause marketing events and programs – cobranding and message alignment
- Strong written and oral communication skills
- Excellent design sense with the ability to develop visually appealing content
- Strong project management, organizational and time management skills
- Excellent focus on details and proofing
- Able to juggle and prioritize several projects, self-motivated and proactive
- A positive attitude and a solid work ethic
- French language skills a major asset
- An exceptional team player committed to social change

**RESPONSIBILITY FOR SUPERVISION:**

- This position includes responsibility for overseeing the day-to-day role of the Website and Digital Marketing Coordinator.
- From time to time, this position is responsible for supervision of volunteers.
- This position does have responsibility for being the lead contact with various vendors and service providers.

**WORKING CONDITIONS & PHYSICAL EFFORT:**

- The position is performed in a hybrid (office/home) work environment, primarily sitting, and working on a computer.
- The position is based in SOC’s office in Toronto at 21 St. Clair Ave. East.
- Occasional travel and weekend work is required to attend events and give presentations.
- Physical effort is minimal though occasional lifting of boxes may be required (up to 25 lbs.).

**COMPENSATION:**

- Excellent benefits package including RRSP and employee insurance (medical, dental, life, accident and long-term disability), employee assistance program and fitness benefit;
- The salary will be commensurate with skills and experience.

**APPLICATION DETAILS:**

Please submit your cover letter and résumé by August 11, 2022, to [Kcinqmars@specialolympics.ca](mailto:Kcinqmars@specialolympics.ca)

SOC is an equal opportunity employer committed to employing a diverse workforce. We encourage all qualified individuals to apply and thank all those who do. Only those selected for an interview will be contacted.