



Your Connection To Wildlife

As one of Canada's largest not for profit leaders in wildlife conservation, research, and advocacy, we are seeking to fill the following position...

Social & Digital Media Manager

Reporting To: Director of Marketing

Position Summary:

Reporting to the Director of Marketing, the Social and Digital Media Manager will be responsible for developing and executing CWF's social media strategy. The candidate will be a highly motivated individual with proven success in creating content marketing, digital marketing campaigns and integrating cross-platform initiatives. The candidate is expected to have strong strategic and analytical abilities and able to translate organizational objectives into engaging social media strategies. An interest in Canadian wildlife and conservation with a background in online fundraising is a strong asset.

Who we're looking for:

We are searching for a social media innovator. The candidate will join our growing marketing team and be the social voice for CWF. The ideal candidate should have:

- Experience in social media and digital marketing.
- Strong time management with attention to detail.
- Ability to work in a fast-paced environment.
- Interest in conservation and wildlife.
- Good sense of humour with a fun (and effective) approach to social media content.
- Strong written skills and a self-proclaimed grammar geek.

Core Responsibilities:

- Develop content calendar across all CWF social platforms (Instagram, Facebook, Twitter, YouTube, LinkedIn, etc...) in English and French (as applicable).
- Community management across all social platforms, using social media management tool Hootsuite.
- Develop the overall and platform specific social media strategies utilizing channel specific knowledge and audience behaviours.
- Develop strategic social media campaigns for programs, fundraising, sales and engagement.
- Manage the social and digital media advertising budget. Execute campaigns and optimize performance utilizing a/b testing, creatives, statistical and behavioral analysis.
- Set goals, KPIs, and budgets that optimize available ad spend across ad types, campaigns and platforms.
- Manage Google Ad Grants with an external digital agency.
- Develop and manage an influencer program to increase brand awareness, engagement, donations and sales.
- Responsible for content development and creation, producing multiple channel-specific videos and visuals such as Instagram stories, Facebook video ads and YouTube pre-roll for paid and organic.
- Responsible for social media training and education to internal CWF staff and program participants. Includes development of social media guidelines and playbooks.
- Continue the brand awareness and online reputation of CWF.
- Create/oversee analytics and insights reporting for paid and organic social media showing campaign and program ROI.

- Subject matter expert and authority on everything social media and staying on top of new leading edge offerings.
- Work in collaboration with all departments for continued brainstorm and ideation for social media strategies.
- Manage junior team members (if applicable) and work in a growing team to execute social media objectives.

Required Skills and Experience

- Post-secondary degree in marketing, communications, digital or equivalent.
- 4 - 5 years of related experience creating and managing organic content and paid social media campaigns that exceed expectations across paid social media channels including Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn, etc.
- Proficient in Hootsuite, social media marketing and management dashboard.
- Proficient in managing and optimizing campaigns directly using paid platforms (e.g. Facebook Business Manager, on-platform advertising).
- Experience leveraging Google Analytics to prove success, when applicable.
- A self-starter who can develop an effective paid social strategy with minimal guidance.
- Experience and working knowledge of Google Ad Grants / Ad Words.
- Experience with Google tag manager.
- Basic HTML knowledge.
- Bilingual is required.

Additional Skills

- Experience in developing and executing online fundraising initiatives is an asset.
- SEO and PPC experience is an asset.
- Working knowledge of Photoshop (or other photo editing software) and Wave video platform.
- Deep understanding of the digital marketing world (with a focus on paid social media) and trends.

Benefits

- Competitive salary.
- Medical, Dental, Vision, Pension Plan (employer/employee funded).
- Paid Leave – Vacation, Sick and Holidays.
- A friendly, professional and team-oriented environment.

Application Deadline: May 27, 2018

How to Apply:

Cover letter, resume and link to portfolio should be forwarded to: careers@cwf-fcf.org. Please quote position title that you are applying for in the subject line of your email. Only the candidates who meet the qualifications and experience for the position will be contacted for an interview. We thank you for your interest in the Canadian Wildlife Federation.

AODA Statement for Offer of Employment Canadian Wildlife Federation “CWF” is committed to accessibility and to protecting the human rights of its employees. In support of this aim, CWF has implemented an accommodation process that provides accommodations for employees with disabilities. CWF will accommodate employees with disabilities up to the point of undue hardship. The accommodation supports available to employees are laid out in our Accommodation Policy. If your acceptance of the terms and conditions of this Offer of Employment necessitates a specific accommodation because of a disability or a medical need, please contact the Human Resources Department. This ensures that the appropriate accommodations are in place before you begin your employment. Do not hesitate to reach out to the Human Resources Department if you require an accommodation related to a disability or a medical condition at any point during your employment with CWF.