



**VICTORIA FOUNDATION**

CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER®



**Job Title:** Marketing Specialist

**Department:** Marketing & Communications

**Date:** March 2024

**Supervisor:** Director, Marketing & Communications

**Conditions:** Full-time, remote and in-office (majority preferred to be in office)

## About the Foundation

Victoria Foundation connects people who care with causes that matter. We inspire giving. We care for the assets entrusted to us. And we invest in the people, ideas and activities that strengthen our community.

Established in 1936, the Victoria Foundation is Canada's second oldest community foundation and the sixth largest of over 200 nation-wide. We manage charitable gifts from donors whose generosity allows them to create permanent, income-earning funds. The proceeds from these funds are then distributed as grants for charitable or educational purposes. To date the Victoria Foundation has invested over \$313 million in people, projects and non-profit organizations that strengthen communities in BC and throughout Canada.

Victoria Foundation engages and collaborates with a wide network of partners including individuals, families, business representatives, professional advisors, and others. We are Victoria's community foundation.

## Job Summary

Reporting to the Director, Marketing & Communications, the Marketing Specialist is responsible for planning, implementing, and evaluating the Foundation's digital marketing strategy to increase brand visibility and community engagement. In this role, the Specialist is responsible for creating social media, email marketing, digital ad, and website content. They bring experience with various digital platforms including Meta, Google Ads, Google Analytics, WordPress, email marketing platforms such as MailChimp, and social media publishing and monitoring tools such as Sprout Social.

With a foundation in digital marketing best practices, this individual will demonstrate a willingness to adapt industry strategies and standards to a non-profit setting. The Specialist will be responsible for monitoring digital marketing stats, evaluating success, and creating and/or adjusting strategies to increase engagement with target audiences.

They will also support marketing and communications planning for various Foundation initiatives and programs including grant, donor, impact investing, publication campaigns, and others as needed.

As a member of the Marketing & Communications department, this individual will work individually and collaboratively in executing marketing and communications strategies and actions. They will also provide support to other team members as needed, and work with an external company to create ads, set up conversions, and optimize the website for ads delivery.

## **Essential Duties and Key Responsibilities**

- Plans, implements, and evaluates the Foundation's digital marketing strategy to increase brand visibility and awareness.
- Drives engagement with the Victoria Foundation's digital assets.
- Audits the Foundation's digital assets to determine strategies for improving existing channels.
- Plans, implements, and evaluates marketing and communication campaigns for granting, donor, publications, and community engagement initiatives.
- Plans, implements, and evaluates email marketing campaigns for targeted subscriber lists and targeted Google and social media ads campaigns.
- Monitors and improves Google Ads Grant campaigns.
- Coordinates website optimization for ads conversions.
- Collaboratively develops and implements robust SEO plan.
- Plans, crafts, and schedules engaging social media content on Facebook, LinkedIn, and Instagram.
- Monitors social media channels and engages with users.
- Researches and implements relevant digital marketing best practices.
- Monitors, analyzes, and reports analytics.
- Writes, posts, and updates content on website.
- Coordinates with external contacts on website, digital marketing, and other projects.
- Provides support with Vital Victoria Podcast production and promotion as needed.
- Other communications tasks as required.

## **Desired Programs and Platforms**

- Google Ads Grant
- Google Analytics
- Google Looker Studio
- Google Search and Display Ads

- Google Tag Manager
- LinkedIn Ads
- Mailchimp
- Meta Ads
- Search Engine Marketing
- Search Engine Optimization
- Sprout Social
- WordPress
- Yoast
- YouTube Ads

### **Other Initiatives**

- Event support as required.
- Conducts administrative tasks as required to support the department and the organization.
- Other duties as assigned.

### **Education and Experience**

- A degree in communications, marketing, journalism, digital media, or a related field and/or a diploma with combined recent, related experience.
- Minimum of 2 years of recent, related experience working in digital marketing.
- Experience leading data-driven digital marketing and communications campaigns with established knowledge of current best practices.
- Knowledge and experience of email, social media, and website content creation.
- Excellent analytical skills and experience with evaluating metrics from Google Analytics, social media, email marketing, Google Ads, etc.

### **Other Desired Qualifications**

- Ability to plan and execute a communication plan from start to finish.
- Strong technical digital marketing skills.
- Familiarity with communications and marketing ethics and best practices.
- A willingness to learn how to adapt and apply current digital marketing practices to non-profit campaigns.
- Superb written, oral, and editing skills.
- Strong organizational, time management, and problem-solving skills.
- Self-motivated, and able to work independently and collaboratively within a team.
- Proficiency in MS Office.
- Good presentation skills.

### **Candidates must be willing and able to exhibit:**

- A genuine commitment to the mandate and values of the Victoria Foundation.
- High level of professionalism, confidentiality, diplomacy and tact, and ability to engage with a wide range of contacts as a representative of the Foundation.
- Respect for listening, learning, and acting on reconciliation, diversity, equity, and inclusion.

Victoria Foundation is committed to ensuring a diverse and inclusive environment as an equal opportunity employer. We believe it is our unique and individual differences that make us strong; and this is also a reflection of the communities we care for and serve.

The Victoria Foundation acknowledges with respect the Lekwungen speaking people of the Songhees and Esquimalt Nations on whose traditional lands our offices are located.