

Digital Community Engagement Coordinator

About Community Forests International

Community Forests International believes the most important climate solutions can be found wherever people live and work closely with forests. That's why we work to protect and restore the climate by empowering communities and forests to thrive together.

About You

Digital marketing makes you tick. You understand the potential of digital media to build community and support for the causes that you care about. You have excellent attention to detail; strong marketing skills; and are a creative problem-solver.

About This Position

In this position, you will be responsible for supporting our organization's fundraising efforts by improving donor stewardship and engagement. You will work closely with Community Forests International's fundraising and communications teams to grow, convert and retain a dedicated community of followers and donors through effective segmentation and stewardship. The organization is at a critical stage in our growth and we need someone with the commitment and creativity to make Community Forests International a household name across Atlantic Canada and across the country.

Due to COVID-19 precautions and the digital nature of this role, the Digital Community Engagement Coordinator is free to perform their duties from any suitable work location across Canada in coordination with Community Forest International's management.

Description of Job Duties

- Create brand awareness through targeted social media and marketing campaigns;
- Grow, engage and convert Community Forests International's social media followers and newsletter subscribers;
- Implement an audience engagement journey to ensure that all of our community members are being stewarded appropriately;
- Work with our Development Manager to integrate fundraising goals and best practices into digital marketing efforts;
- Manage our CRM platform (Keela) and ensure accurate input of data;
- Increase automation for the purpose of donor stewardship;

- Monitor online marketing metrics to track success and analyze data to make key recommendations for optimization.

Qualifications and Experience

- At least two years or relevant experience or education;
- Excellent attention to detail;
- Demonstrated ability to think creatively and strategically about digital marketing, especially in the non-profit sector;
- Experience increasing organization reach through digital engagement, including through targeted advertising;
- Demonstrated experience in email marketing platforms, preferably MailChimp.
- Basic understanding of graphic design and brand implementation;
- Knowledge of website analytics and search engine optimization (SEO) best practices;
- Ability to interpret digital data and make recommendations;
- Experience managing a CRM platform will be considered an asset;
- Passion for climate justice

Compensation

The Digital Community Engagement Coordinator is a 6-month, full-time contract position with the possibility of extension pending upon performance and program funding. Compensation is between \$2,850 — \$3,000 gross per month (\$19.00 — \$20.00 per hour) based on experience level. Employee is eligible for a health benefit contribution of \$100 per month with proof of active private health insurance.

Eligibility

This position is made possible by the Government of Canada's Digital Skills for Youth (DS4Y) program, and to qualify candidates must complete the following ECO Canada eligibility assessment: <https://www.eco.ca/internship/internquiz>

Candidates must be must be Canadian citizens, permanent residents or persons who have been granted refugee status in Canada. They must 30 years of age or younger and currently unemployed, underemployed or hold part-time employment only.

To Apply

To apply for this position, please send a resume and a cover letter to outlining your experience as it relates to this job description to jobs@forestsinternational.org with “Digital Community Engagement Coordinator” as the subject line by **October 20, 2020**.

Community Forests International is committed to diversity in our workplace and encourages applications from traditionally marginalized groups such as, but not limited to: racialized persons, Indigenous persons, persons with disabilities, and persons of minority sexual orientations and gender identities. We encourage applicants to self-identify in their cover letter if they are a member of an underrepresented community.