

CREATIVE DIGITAL MARKETING SPECIALIST

STATUS: Full-Time, Permanent

SALARY: \$67,274

LOCATION: Toronto, ON (Hybrid)

APPLICATION DEADLINE: Open until filled

ABOUT US

For over 20 years, the **Stephen Lewis Foundation (SLF)** has been a trailblazer in international development and philanthropy, challenging traditional power structures by shifting resources into the hands of local communities impacted by HIV in Africa.

We work to address the inequities that perpetuate the HIV epidemic in Africa by providing funding and allyship to community-led organizations. These local experts, advocates and activists are championing health and human rights every day. Join us in amplifying their impact.

ABOUT THE ROLE

As the **Creative Digital Marketing Specialist**, you'll play a pivotal role in elevating the SLF's online presence and engaging with diverse audiences. Reporting to the Senior Manager of Media and Communications, you'll create dynamic content, manage social media platforms, and lead digital campaigns that inspire action. You'll use your digital and creative savvy to support email fundraising, advocacy and communications campaigns.

From eye-catching graphics and videos to strategic email campaigns, your creativity and expertise will bring SLF's mission to life online. You'll be the voice of the SLF on platforms like Facebook, Instagram, LinkedIn and YouTube, fostering meaningful connections with supporters, partners, and allies.

WHAT YOU'LL DO

Creative Digital Content Creation & Social Media Management (75%)

- **Strategize and execute:** Plan and implement cohesive, multi-channel social media campaigns tailored to diverse audiences.
- **Create stunning content:** Design compelling social posts, graphics, and videos for platforms and events, maintaining brand consistency.

- **Research and write:** Research SLF partners, key statistics, breaking news, and opportunities to craft engaging, accurate and timely content.
- **Engage and connect:** Actively interact with supporters and partners, responding to trends and sparking conversations that drive awareness and action.
- **Paid campaigns:** Design, manage, and report on paid social media ads that achieve goals like boosting awareness and driving website traffic.
- **Calendar planning:** Develop and manage a flexible social media calendar to ensure timely and relevant content.
- **Event support:** Assist with virtual and in-person events, including livestreaming, photography, and video recording.
- **Performance tracking:** Measure and optimize social media performance, identifying new opportunities to grow and engage audiences.
- **Content collaboration:** Work with SLF colleagues, partner organizations, and supporters to source impactful stories, visuals, and quotes.

Email Marketing and Donations Pages (10%)

- With cross-team support, design and deploy engaging emails for fundraising, advocacy, and marketing campaigns.
- Working with the Senior Database manager, use email marketing best practices to segment audiences and manage lists (via Mailchimp).
- Build user-friendly donation pages using the AKA Raisin platform.


Additional Communications Support (5%)

- Monitor website performance and collaborate with external consultants on Google Ads strategies.
- Maintain and organize the SLF's photo and video database in collaboration with the Graphic and Web Designer.

WHAT WE'RE LOOKING FOR

We're seeking a creative, innovative, and detail-oriented professional with a passion for storytelling and a commitment to equity and inclusion.

Key Skills & Attributes:

- **Creativity:** A strong eye for design and a knack for producing visually compelling content inline with the organizational brand.
 - **Storytelling expertise:** Exceptional writing skills for micro-content like social posts and email subject lines.
 - **Technical skills:** Proficiency in Canva, Adobe Photoshop, Premiere Pro (or similar tools), Mailchimp and Sprout Social.
 - **Social media savvy:** Demonstrated ability to create and execute impactful campaigns across platforms, including paid campaigns, which inspire action.
 - **Analytical mindset:** Experience in tracking, analyzing, and optimizing digital performance.
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- **Commitment to equity:** A deep commitment to anti-colonialism and anti-racism, reflected in visual and written communications, and a dedication to continuous learning.
 - **Additional assets:** Knowledge of AI, WordPress, Google Ads, SEO, basic HTML, AODA, RE NXT, and CASL compliance.
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WHY WORK WITH US?

At the SLF, we value and invest in our team. Here's what we offer:

- **Time off:** 4 weeks of vacation plus sick and personal days.
 - **Comprehensive benefits:** Health, dental, and vision coverage.
 - **Flexibility:** Hybrid remote work options and flexible hours.
 - **Parental and sick leave:** Top-up for maternity/parental leave and sick leave.
 - **Competitive wages:** Certified by the Ontario Living Wage Network.
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HOW TO APPLY

Submit your **cover letter**, **résumé**, and a **link to your portfolio** showcasing examples of your work (graphics, videos, and writing) to careers@stephenlewisfoundation.org. Please include "Creative Digital Marketing Specialist" in the subject line.

Applications will be reviewed on an ongoing basis. While we thank all applicants for their interest, only those selected for an interview will be contacted.

OUR COMMITMENT

The **Stephen Lewis Foundation** promotes feminist and anti-oppression principles and is deeply committed to diversity and inclusion. We welcome applications from individuals who identify as:

- Racialized persons/persons of colour
- Women
- Indigenous peoples
- Persons with disabilities
- 2SLGBTIQ+ individuals
- People with lived experience of HIV

Applicants must be legally entitled to work in Canada and be fully vaccinated against COVID-19, subject to valid exemptions.

