



JOB POSTING: Digital Marketing Manager, Will Power Campaign

About Us

The [Canadian Association of Gift Planners](#) (CAGP) is a national association that's all about creating a better world through strategic philanthropy. We inspire everyday Canadians to support the causes they care about in more strategic ways - like leaving a donation in their Will - so that they can make a bigger difference than they thought possible.

As a professional association, CAGP brings together and educates charities, financial advisors and legal professionals who work with donors/clients to plan out their giving. We are also an important voice of charity in Canada, influencing a better tax and legislative environment for philanthropy in the country.

We are a small but mighty organization that has a big impact. We offer interesting and highly fulfilling work, in a flexible work environment, with one of the most friendly and supportive teams around.



As the demand on charities increase, funding to support their work is not keeping pace. One of the biggest, and most untapped opportunities before us are charitable bequests. If we could inspire even a small increase in the number of Canadians who make a donation through their Will, we could generate billions more for social good.

[Will Power](#) is a national public awareness campaign to encourage Canadians to leave a gift in their Will. Since the campaign launched in 2020 we've already seen a massive increase in awareness and interest in the Will Power message, with 2.7M Canadians saying that they're now considering a gift in a Will thanks to the campaign.

Position Overview

Working in collaboration with the Campaign Director, and our partner marketing agencies, the Campaign Manager will be responsible for leading and implementing the digital marketing strategy for the campaign.

This is a new and exciting position. We are looking for an entrepreneurial type who can make this job their own, and help take the campaign to the next level.



Duties and Responsibilities

Campaign implementation, monitoring, and optimization

- Implement digital marketing campaigns across various platforms including social media, display, SEM/SEO, and email
- Build and maintain our social media presence and email list
- Measure and report on campaigns, experimenting and tweaking to optimize performance

Content creation

- Work with partner agencies and freelancers to produce video/static advertisements and other marketing assets;
- Copywriting and some light design work for social ads, email marketing, and other marketing pieces;
- Work with web developer to optimize user experience on the campaign website

Strategic development

- Collaborate with the Campaign Director and partner marketing agencies to develop the campaign's long term and year over year marketing strategy;
- Identify trends, brainstorm new and creative ideas to grow awareness and conversion;
- Create digital marketing plans that incorporate KPIs, timelines, and budget;

Qualifications

- A creator and ideator who can also execute flawlessly and on time
- Minimum 3 years experience planning and implementing digital marketing campaigns
- Demonstrated success in growing an audience and driving conversions
- Technical proficiency on Meta platforms, Google platforms and SEO/SEM
- Proven ability to design and write compelling content
- Strong grasp of current digital marketing tools and strategies, comfortable researching and adopting new technologies
- Strong analytical skills and knowledge of web analytics tools (i.e. Google Analytics 4)
- Self-starter with an entrepreneurial spirit and the ability to work independently
- Ability to work closely and collaborate with our team, agencies and multiple charity and advisor partners in the campaign

Specifications

This is a full-time, permanent position. Annual salary starts at \$60,000 - \$70,000 depending on experience. A solid group benefits package is offered after a 3-month probationary period.

We offer a flexible work environment, with an office environment in Ottawa or the opportunity to work remotely from elsewhere.

CAGP is committed to employment equity and welcomes diversity in the workplace. All qualified applicants will receive consideration for employment.

Deadline for application

March 2023



Please submit your resume along with a short email letting us know a little bit about you and why you're interested in this position. Please also include up to 6 examples of content you've created: social media posts (copy and creative), marketing emails, blog articles, etc.

Please submit your applications to hr@cagp-acpdp.org. The position will remain open until April 28th or until the position is filled. We will review applications and interview candidates on a rolling basis, so if interested, please apply right away.

We thank all applicants for their interest but only those selected for further consideration will be contacted.