

Position:	Digital Marketing Coordinator
Organization:	David McAntony Gibson Foundation (GlobalMedic)
Location:	In Person - Etobicoke, ON
Term:	1 year contract with the intention of converting to full time / permanent
Start Date:	Immediately
Work Hours:	37.5 hrs per week, occasional weekend and evening work may be necessary
Salary:	\$45,000-\$55,000 CAD per annum depending on experience, with competitive benefits package <i>*Note, we are looking for a candidate to work full time, but we are willing to engage the right candidate on a part time contract if needed</i>

About GlobalMedic

The David McAntony Gibson Foundation, which operates as GlobalMedic, is a registered Canadian charity that has provided life-saving disaster relief and humanitarian aid since 2002. GlobalMedic is committed to delivering the right aid to the right people at the right time. Founded by a first responder, staffed by professional humanitarians, and backed by a team of emergency workers and skilled volunteers, GlobalMedic has been able to respond to 258 disasters in 84 countries including Canada. The organization has provided emergency support such as food, water purification/hygiene, shelter, and medical services to over 5.2 million people in need.

Position Summary

GlobalMedic has decided to engage a Digital Marketing Coordinator. This is the first time that we have decided to bring this type of position in house to our team. We create our own content and posts but need a talented individual who will help us develop and expand our marketing channels to promote the work that we do. Our main goal is to increase the number of people who see our work and its impact.

As a Digital Marketing Coordinator, you will be responsible for planning, executing, and optimizing our digital marketing campaigns across various channels. You will work closely with the management team to ensure our online presence aligns with our brand and agency goals.

Duties & Responsibilities

- Develop and implement digital marketing strategies to drive online traffic to the company website.
- Manage and optimize social media accounts.

- Create content and schedule the posts.
- Manage Google Ads Grant.
- Monitor and analyze website traffic and user engagement metrics.
- Conduct market research to identify trends and opportunities for growth.
- Track and report on the performance of all digital marketing campaigns.

Qualifications & Experience

- Bachelor's degree in marketing, communications, or a related field.
- Experience in a similar role is preferred
- Strong understanding of current digital marketing trends and best practices.
- Proficiency in using digital marketing tools and platforms (e.g., Google Analytics, Hootsuite).
- Candidate must be eligible to work in Canada

Knowledge, Skills and Other Attributes

- Excellent English writing and communication skills
- Proficiency with Dropbox, Google Workspace, MS Office, WordPress
- Excellent interpersonal skills, a strong team player
- Creative thinking and problem-solving abilities
- Thrive in fast-paced, ever-changing work environment
- Able to work independently with limited supervision

GlobalMedic is committed to the creation of a diverse and inclusive workplace. We actively welcome applications from Indigenous persons, persons with disabilities, visible minorities, women, persons of all sexual orientations and genders. If you are invited to continue the selection process, please notify our human resources representative of any accommodation or special measures that you may require.

GlobalMedic is committed to providing humanitarian assistance to people affected by disaster and conflict around the world. To that end, we uphold the principles of independence, neutrality, non-discrimination, unrestricted access to assistance, professionalism, and transparency in all our operations. We have ZERO TOLERANCE towards any behavior violating our Code of Conduct, including workplace violence, harassment and sexual harassment, any form of exploitation and abuse, corruption, fraud, and any behavior lacking integrity.

GlobalMedic is committed to safeguarding children and adults in the communities where we work. Our safeguarding commitment is to ensure that children and adults are protected from both deliberate and unintentional harm or abuse caused by GlobalMedic staff, including the Prevention from Sexual Exploitation and Abuse (PSEA).

In an effort to safeguard children and adults in communities we work, our offers of employment are conditional on successfully clearing background checks that may include, but are not limited to, criminal records, vulnerable sector screening, and employment references.

Interested applicants should submit one copy of their resume including a cover letter in PDF format.

Please submit via email to hr@globalmedic.ca with DM 2024 in the subject line.

Please note that only successful applicants will be contacted.