

Position:	Digital Marketing Coordinator
Organization:	David McAntony Gibson Foundation (GlobalMedic)
Location:	On-site – Head Office (35 Coronet Rd, 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

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 263 disasters in 89 countries including Canada. The organization has provided emergency support such as food, water purification/hygiene, shelter, and medical services to over 6.0 million people in need.

Position Summary

GlobalMedic is looking for a highly motivated **Digital Marketing Coordinator** to join our team of dedicated humanitarian professionals. We're seeking a talented individual with a genuine interest in the humanitarian aid industry who can help us expand our reach and promote the vital work we do. Your main goal will be to **increase awareness of our initiatives and their impact, ultimately helping us raise essential donations** to support our life-saving missions around the world.

As our Digital Marketing Coordinator, you'll be responsible for **planning, executing, and optimizing our content across various digital channels**. You'll collaborate closely with the senior management team to ensure our online presence aligns with our brand and agency goals, and work with the wider team for compelling content ideas. This is a unique opportunity as you'll be our sole digital marketer, giving you the **autonomy to shape strategy and processes** within an established framework of best practices and content creation guidelines.

Duties & Responsibilities

- Develop and implement data-driven digital marketing strategies, leveraging trends, donor insights, and competitor analysis to **boost website traffic**.
- Manage and optimize all social media accounts, creating engaging content and scheduling posts to maximize reach and interaction.
- Oversee our Google Ads Grant and manage monthly budgets for paid advertising across various platforms.
- Monitor and analyze website traffic and user engagement metrics, adjusting strategies proactively based on performance and evolving priorities.
- Conduct market research to identify new trends and growth opportunities within the digital space.
- Engage with partners and donors, responding to social media messages and comments promptly and professionally.
- Generate comprehensive monthly reports on the performance of all digital marketing campaigns.
- Write compelling copy and assist with content updates for our website and various fundraising platforms.

Qualifications

- Bachelor's degree or College Diploma in Marketing, Communications, or a related field.
- Eligible to work in Canada.

Preferred Qualifications

- Previous experience in non-profit sector.
- **1-2 years of proven work experience** in digital marketing.
- Previous experience with WordPress websites.
- Experience with, or interest in, **shooting and editing video footage**.
- **Passion for staying informed on current events and global affairs**.

Knowledge, Skills and Other Attributes

- **Excellent written and verbal English communication skills.**
- Exceptional organizational skills with a keen attention to detail.
- Proficiency with office productivity suites (e.g., Google Workspace, MS Office) and project management tools (e.g., Asana, Notion).
- Proficiency in using key digital marketing tools and platforms (e.g., Google

- Analytics, Canva, Adobe Elements).
- Strong interpersonal skills and a collaborative team player.
 - **Solid understanding of current digital marketing trends and best practices.**
 - Ability to thrive in a fast-paced, ever-changing work environment.
 - Comfortable working under pressure and meeting tight deadlines.
 - A proactive self-starter, capable of creating your own plans and workflows.
 - Able to work independently with limited supervision.

How to Apply

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 2025 in the subject line.

Please note that only successful applicants will be contacted.

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.