

Digital Marketing Coordinator

CBS' office location is 10 Carnforth Road, Toronto. This individual will be working remotely but should be able to come to the office as needed.

Are you interested in joining our team in this exciting and re-energized adventure providing people with access to God's Word? The Canadian Bible Society (CBS) is looking for a dedicated Digital Marketing Coordinator.

As part of the digital marketing team, the Digital Marketing Coordinator will be primarily responsible for the update of website content, maintenance of mobile app content and functionality, email list and contact management, email campaign set-ups, social media content scheduling, and the monitoring and gathering of mobile, website, email marketing and social media data under the leadership of the Director, Digital Marketing and working closely with the Vice President of Scripture Resources.

Responsibilities:

- Implement **website** edits and content updates, and review and test desktop, laptop, tablet and mobile display and functionality.
- Maintain catalogue on Amazon Seller.
- Set up **email campaigns** according to organizational and departmental specifications.
- Update and help maintain **email** contact information and **email** lists.
- Monitor and ensure that the **mobile app** continues to display and function properly.
- Identify and document **mobile app** bugs and fixes, and work with the development and digital marketing teams to resolve.
- Develop, document, and provide **mobile app** usability and functionality improvement recommendations.
- Upload and maintain mobile app content.
- Manage comments and questions that come through the **mobile app**.
- Proof, set up and schedule **social media** posts in accordance with corporate and retail/wholesale content calendars.
- Monitor **social media** interactions and engage as appropriate.
- Gather, amalgamate, and analyze **website and mobile app** (e.g., Google Analytics, Search Console etc.), **email marketing** (e.g., MailChimp) and **social media** performance and engagement data.

Requirements:

- Marketing/business degree or equivalent.
- Experience working with non-profit sector desired.

- 2 - 3 years of digital marketing, content development and/or implementation experience.
 - Microsoft Office especially Excel, PowerPoint, SharePoint, and Word
 - Content Management Systems such as WordPress
 - Social Media Channels and Scheduling/Analytics Tools such as HootSuite, Agorapulse, Sprout, Loomly
 - Web Analytics Tools such as Google Analytics, SEM Rush, Similar Web
 - Email Marketing Platforms such as MailChimp, HubSpot
 - eCommerce Platforms such as Shopify
 - Graphic Software such as Canva and Photoshop
 - Experience with Amazon Seller is an asset
- Ability to implement App Store Optimization (ASO) best practices.
- Knowledge of Christian publications and products and various Bible versions.
- Commitment to working with shared leadership and in cross-functional teams.
- Highly coachable, active listener and life-long learner.
- Collaborative and flexible team player.
- Well-organized, analytical, and detail and action oriented.
- Strong written communications skills.
- Ability to work on multiple projects at a time.
- Able to work remotely.
- Lives within commuting distance to the Toronto office location for meetings.
- Bilingual in French and English is an asset.

What does the Canadian Bible Society Do?

We are an interdenominational organization partnering with individuals, churches, and religious organizations who similarly believe that God's Word changes hearts and lives. Whether in support of Canada's latest incoming refugees or those affected by human trafficking in partnering countries, we continue to proudly contribute to the spiritual development of the people we reach, both in Canada and overseas. As we celebrate 110 years of ministry in Canada and abroad, the Canadian Bible Society (CBS), is uniquely poised to fulfill its mission to translate, publish, distribute, and encourage engagement with the Christian Scriptures.

To Apply:

Please forward your CV along with a cover letter detailing your interest in this position and the Canadian Bible Society, to humanresources@biblesociety.ca by May 31st 2023.

Qualified candidates must be able to demonstrate a commitment to the core values and mission of the CBS. All offers of employment will be conditional upon the successful completion of reference checks, credit check and Police background check.