



Job Description

Job Title: Marketing & Communications Officer

Position Type: Full time

Salary: Competitive

Location: Greater Toronto Area (with remote working)

Start Date: ASAP

About the role:

Do you love the idea of working where you can make a difference and a lasting impact on people's lives? Then join us!

At Zahra Foundation, we provide an environment where cross-functional teams collaborate and support one another to achieve mutual goals. The ideal candidate will be motivated and passionate about the charity's goals to provide humanitarian support to those in need around the globe. Having excellent attention to detail and being a self-starter, you have outstanding communication (oral and written) and interpersonal skills and the aptitude to work effectively across many functions. You are meticulous and can successfully handle multiple priorities.

Reporting to the Operations Manager, the Marketing and Communications Officer will be responsible for the development and execution of all marketing and administration efforts of the organization. Duties include providing support to other business units, assisting in daily office needs, and executing the organization's marketing activities such as managing the social media accounts and newsletters, content creation for awareness of campaigns, blogs etc. The successful candidate will also be required to complete professional development courses on operations of Canadian Charity and will work towards maintaining and building efficient documentation, minute book, and record keeping.

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Key responsibilities include but are not limited to:

- Implement and coordinate the charity's marketing strategy and contribute to its growth and increase its presence across the globe
- Develop web, online, social media and mobile marketing strategy that aligns with overall marketing and communications strategy, and drives significant growth, awareness, and engagement
- Manage, curate, and create all online advertising design and digital content, including web creative, photos, and video content.
- Manage The Zahra Foundation website and ensure content is always current and relevant
- Plan, write, produce, and measure all electronic and direct communications including blasts and newsletters
- Curate and create all social media content including paid advertising campaigns, digital toolkits, and content calendars
- Effectively help plan fundraising initiatives to help organizations to meet financial goals
- Maintain CRM, diligent record keeping, record meeting minutes and keep the rest of the team updated
- Ensuring compliance in regards to marketing and communication with all relevant regulators
- Work under flexible availabilities
- Coordinating cross-departmental and cross-organisational efforts
- Ensuring completion of all documentation
- Any other related tasks required

Personal specification:

- Post-secondary education in Marketing, Communications or Business Administration and 3 years of experience and/or training in the relevant field (essential)
- Valid driver's license and access to a car (essential)
- Able to travel internationally
- Excellent leadership skills (essential)
- An excellent communicator in person and across all mediums
- Experience working in the Charity sector (desirable)
- Good knowledge of financial and charity regulators and their requirements as well as their recommendations of good practice (desirable)
- Ability to build effective working relationships with a wide range of people (essential)
- Excellent numeracy skills and good data analysis skills (essential)
- Competent at managing conflicting deadlines (essential)
- Adhere to compliance regulations
- Competent use of IT packages, including Microsoft Office (essential)
- Have strong organization and excellent time management skills (essential)
- Act as the key point of contact for general office management and administration
- Have the ability to work well as part of a team as well as working independently
- Have the drive and commitment to succeed (essential)
- Have a can-do attitude and problem-solving mentality (essential)

- The ability to take a professional approach whilst being flexible, using best judgement to arrive at reasonable and sound decisions (essential)
- The ability to quickly understand new ideas and concepts (essential)
- Operates by and upholds the values of The Zahra Foundation (essential)
- Have the right to work in Canada (essential)