



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/02

Associate, Acquisition Marketing & Planning Integration

Job ID 5C-12-B9-E9-BB-FE

Web Address

<https://careers.indigenous.link/viewjob?jobname=5C-12-B9-E9-BB-FE>

Company SickKids Foundation

Location Toronto, Ontario

Date Posted From: 2021-02-24 To: 2021-03-10

Job Type: Full-time Category: Miscellaneous

Languages English

Description

DATE POSTED:

February 24, 2021

POSITION STATUS:

Permanent Full-Time Position

AVAILABLE:

Immediately

DESCRIPTION OF THE POSITION:

The Associate, One-Time Donor Acquisition Marketing & Planning Integration is responsible for supporting the day to day development and execution of donor acquisition and onboarding initiatives as well as assisting with annual and quarterly planning and contact management processes.

The Associate position reports to the Associate Director, Acquisition Marketing & Planning Integration.

YOU WILL:

- Support campaign execution and data acquisition initiatives, working with agencies/vendors;
- Supporting program, and campaign development and execution (including assisting in the development of briefs, reviewing creative and marketing materials, telemarketing scripts and media plans, compiling feedback and approvals, overseeing production, creating custom donation pages, monitoring and reporting results, managing invoices and quarterly reconciliations);
- Manage data process with internal partners including data briefs and requests for campaigns and segmentation analysis;
- Create revenue and expense forecasts and plans for One-Time Donor Acquisition campaigns and onboarding communications;
- Work with Salesforce and Journey Builder to execute welcome journeys and early lifecycle communications as well as provide day to day assistance and guidance to the team on the tool;
- Analyze data and gather insights to drive program optimizations and campaign improvements;
- Create and pull reports from donor database (known as KYDs) to monitor and track results, identify trends, create financial reviews, and provide ongoing business results;
- Manage the administration and coordination of the annual planning process across Direct &

Digital Marketing, identify and recommend process improvements, and manage the planning document repository for the team;

• Ensure regular and ongoing communication and partnership across Direct & Digital Marketing to facilitate quarterly communications coordination, planning and prioritization;

• Recommend and implement new processes to improve the integration between the donor care team and marketing teams.

ABOUT YOU:

Must Haves:

• Post-secondary education focused in marketing with 3-5 years demonstrated experience with database marketing, marketing automation and customer relationship management programs;

• Capability to analyze and interpret data, and build recommendations for campaign optimizations;

• Ability to think strategically and work independently on driving new initiatives and enhancing existing programs;

• Expertise in developing and executing acquisition and retention campaigns across channels and tactics (eg. direct, digital, email, social, mass);

• Demonstrated ability to execute A/B tests, optimize campaigns, and translate data into insights;

• Strong financial acumen; forecasting, reporting and budget management are critical;

• Expertise in developing data-driven direct and digital marketing campaigns that deliver tangible results;

• Demonstrated ability to build relationships and partner effectively with internal and external stakeholders;

• Exceptional communication skills, both written and oral, for presentation purposes;

• Experience in working with and guiding agency/vendor partners;

• Ability to adhere to the organizational values of Integrity, Collaboration, Excellence, Innovation and Inclusivity.

Nice-to-haves (please apply even if some or all of these don't apply to you)

• Knowledge or experience with Not-for-Profit environment is an asset;

• Knowledge of/working with Sitecore;

• Knowledge of/working with UTM tracking and Google Analytics;

• Knowledge of/working with Salesforce Marketing Cloud;

• Knowledge of paid search and retargeting advertising.

We're looking for an inclusive person who is passionate about making a difference. If you don't check off all the skills outlined above, that's okay! If you think you check off some of the boxes and have a proven track record of success working with organizations on direct and digital marketing, we want to hear from you.

ABOUT US:

SickKids Foundation leads the fight for The Hospital for Sick Children (SickKids), one of the world's foremost paediatric health-care institutions. Founded in 1972, SickKids Foundation is the largest charitable funder of child health research, learning and care in Canada. As a national charity, SickKids Foundation also invests in national and international initiatives to benefit children in Canada and around the world. Philanthropy is a critical source of funding for SickKids. Thanks to the generosity of the community, and as a result of a record-breaking year in fundraising, SickKids Foundation generated an unprecedented \$190 million for the fiscal year ending March 31, 2020. We

achieve that by not being ordinary in anything we do.

SickKids Foundation is committed to creating an inclusive culture where expressing our authentic selves is celebrated. This includes embedding diversity and inclusion in our policies, practices and behaviours, to build skills, knowledge and awareness of diversity and inclusion across the Foundation and with our external partners. The Foundation is committed to fostering a safe, accessible and positive working environment.

For further information on SickKids Foundation's commitment to Diversity & Inclusion, Click here to read our Diversity & Inclusion Policy and Commitment statement.

HOURS: 35 hours per week Monday to Friday

AVAILABLE TO:

Internal and External Candidates

DEADLINE: March 10, 2021

SUBMIT RESUME TO:

Please apply on-line by visiting our website:

www.sickkidsfoundation.com/careersandvolunteers

SickKids Foundation is committed to fostering an inclusive, accessible environment, where all individuals feel valued, respected and supported. Candidates who require accommodation during the recruitment process should contact the Human Resources Department.

How to Apply

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