
Position Title	Digital Marketing Specialist
Location	FRI Ottawa Office or remote within Canada
Supervisor	Head of Stakeholder Engagement
Application Deadline	August 10th, 2022
Position Type:	4 days/week

Farm Radio International is a Canadian organization that has been working since 1979 to harness the power of radio to meet the needs of small-scale farmers. We work with more than 1,200 radio organizations located in more than 38 African countries to fight poverty and food insecurity. With the benefit of FRI resources and training, our broadcasting partners deliver practical, relevant, and timely information to tens of millions of rural Africans, including women farmers. We also work with a range of funding partners to implement radio projects that address specific development challenges and community needs delivering results for farmers and other rural denizens.

One of our next big priorities is to let more global citizens know about our work so that they can become involved as champions. To help advance that, we're looking to hire a Digital Marketing Specialist who knows their way around a hashtag, and is able to publish stories and content in a way that gets noticed and inspires people to take action. This is a role for someone with a small side-hustle but wants to make a big impact, or someone who wants to work 4 days a week with a Friday off for other things.

Responsibilities

In this role, you'll take the wheel for all our social media platforms. More importantly, you'll help us to refine our brand voice on social and digital channels and make sure that our stories and calls to action reach the right people.

You will be responsible for:

- Creating and implementing a social media strategy to advance public engagement and fundraising goals
- Creating, implementing and testing a digital advertising strategy to advance public engagement and fundraising goals

- Optimizing all social channels for ideal performance
- Creating a social media style guide
- Creating social media content for different platforms using tools like Canva
- Creating and monitoring social media, digital advertising campaigns and landing page performance using tools like Google ads, Facebook, Twitter, Instagram, LinkedIn and any other platforms that have potential
- Hosting training sessions and coaching sessions with staff members on social media and digital strategy
- Supporting our staff in building out their personal digital brands
- Supporting the team in executing digital events such as webinars, live streams etc
- Supporting the team in ideating, executing and advertise podcasts and other digital content
- Uploading content to our website
- Establishing and keeping track of KPIs to define success
- Support country teams in their social media needs

These duties will make up most of your days — but if you have other/different assets you believe would be valuable for this position, we encourage you to include that information in your application. Job descriptions are flexible for the right candidate.

Qualifications

Experience

While this position is ideally for someone with a minimum of 5 years of experience, we know that experience can come in many forms, both in formal (paid) work as well as through volunteer or unpaid work. So, please include all of your experience in your application.

Skills/Competencies

- Strong competency in creating and implementing social media strategies
- Strong competency in creating and implementing digital advertising strategies including Facebook ads and Google ads
- Competency in google analytics
- Competency in basic website design
- Well organized
- Be excellent at testing ideas
- Strong experience in taking a longer form piece of content and turning it into shareable posts

- Familiarity with social media platforms
- Familiarity with digital marketing tools like Canva, Hootsuite, etc
- Self starter and a team player
- Strong communication skills (spoken and written) in English
- Bilingualism in English and French an asset

This is a dynamic role that will evolve and change as our priorities grow and change — and hopefully as you grow in the position as well.

Applications

Farm Radio is an affirmative action employer. Women, people of colour and members of equity-seeking communities are strongly encouraged to apply. We welcome and encourage applications from people with disabilities and accommodations are available on request for candidates taking part in all aspects of the selection process.

To submit your application, send your CV to jobapps@farmradio.org. Only those candidates selected for an interview will be contacted. No phone calls please.