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**Online Fundraising and Marketing Coordinator**

**Join the country's best known environmental organization and become a force for good**

With a goal of achieving sustainability within a generation, the David Suzuki Foundation works through science and education to help protect the diversity of nature and our quality of life, now and for the future. An independent charity with offices in Toronto, Vancouver, Ottawa and Montréal, we collaborate with scientists, business, academia, government and other organizations to find ways to help Canadians live within the limits of nature.

We are looking for a motivated, experienced and creative team player to fill a newly created position of Online Fundraising and Marketing Coordinator. The successful candidate will be responsible for supporting online fundraising and marketing initiatives. With an eye for good design and an ease building out web templates, the successful candidate will have a least 2 years web experience and will be able to quickly make his or her mark on our ability to engage donors and the public.

This position is a full-time, one year contract based from our Vancouver office.

**Responsibilities:**

**Fundraising**

- Develop and implement digital fundraising campaign strategies
- Develop and implement stewardship and retention strategies
- In consultation with the wider team, schedule, edit, design, target and coordinate the online donor communications
- In collaboration with fundraising team, experiment with the use of social media, smart phones and video to support fundraising objectives
- Define and recommend appropriate segments of the community dependant on the campaign content and revenue goal
- Develop and maintain a network of vendors, technology providers and agencies to assist in the implementation of online fundraising campaigns
- On an ongoing basis, evaluate campaign strategies and programs to ensure the effectiveness of online mediums
- Conduct A/B testing on campaigns to refine knowledge and improve results
- Report on results, costs, response rates, click throughs etc.

**Marketing**

- Develop strategies to grow the David Suzuki Foundation's online community through passive (e.g. website sign-up) and active (e.g. targeted campaigns) acquisition campaigns
- Implement stewardship strategies that facilitate the engagement of the community in activities that contribute to higher retention rates and increased levels of public participation
- Monitor growth and attrition of the online community
- Lead the delivery of online advertising programs (keywords, banners, etc) with external agencies and the fundraising team
- Work with the web developer to ensure that website content is optimised for natural/organic search
- Maximize the use of existing digital channels such as social media, Podcasts, SMS, online, smartphones etc. to steward and engage the online community

**Required Skills, Training and Attributes:**

- Experience in online income generation and marketing
- Post secondary Degree and /or Diploma or equivalent working experience with 1+ years professional fundraising or marketing / business experience
- Strong project management, analytical and organizational skills

- Highly organized, ability to work to strict deadlines
- Experience working with integrated systems (i.e. understanding online/offline relationships and data)
- Experience using content management systems (CMS)
- Other technology experience and knowledge (email management solutions, CRMs, fundraising platforms) or design project management
- E-mail and E-comms marketing & communication experience
- A genuine passion for new media
- Content management and website housekeeping
- Basic Image manipulation (resizing and web compression)
- Proficiency in MS Word, Excel, Outlook and PowerPoint;
- Basic knowledge of HTML; working knowledge of CSS is an asset
- French is considered an asset

**Application Process**

We offer flexible work week options and a competitive compensation and benefits package including an RRSP program. We welcome your cover letter and resume at [jobs@davidsuzuki.org](mailto:jobs@davidsuzuki.org) by, **August 12th 2011**. Please quote job #11021 in the subject line and articulate your interest and how you meet the role criteria.

We recognize the importance of a diverse workforce and encourage applications from Aboriginal People, women, members of a visible minority and persons with a disability.

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