



DIGITAL MARKETING SPECIALIST

Full-Time, 13-month contract

Burnaby, B.C.

Variety – the Children’s Charity is on a mission to see every child with complex health needs fulfill their unique potential. Through providing essential support and resources including medical and mobility equipment, specialized therapies, access to specialized education, mental health counselling, and vital assessments, we empower B.C. children to overcome barriers and thrive.

Last year over 15,000 children and youth in 245 communities across B.C. were impacted by Variety’s support. We believe in the power of diversity and that every child has the right to live in an inclusive world. We provide life-changing assistance to children who face barriers so that they can thrive and belong.

ABOUT YOU: We are looking for a Digital Marketing Specialist who is excited by the opportunity to elevate our digital marketing programs supporting business goals by delivering meaningful and functional donor journeys that inspire, engage and motivate audiences to action.

You are a confident digital marketer with a passion for digital content and its performance. You thrive when managing multiple projects, priorities and deadlines. You have an impeccable eye for detail, and you like to plan, create and analyze results.

Reporting to the Director, Marketing and Communications, your responsibilities will include:

Support and implement digital marketing strategies across all online channels

- Create and execute detailed plans for each marketing channel including digital advertising, email, and website
- Operationalize processes to share compelling content to targeted audiences
- Establish business processes to deepen cross-department collaborations, enhance plans and track progress

Lead the analysis and activation of marketing data

- Manage the weekly, monthly, quarterly, and annual performance reporting with regular KPI monitoring
- Identify program opportunities through analysis of data and insights
- Maintain the tracking and reporting infrastructure for all marketing programs
- Lead and record the data-driven analysis of campaigns and articulate learnings

Manage internal and external relationships to optimize channel performance:

- Lead and deepen relationships with key external vendors including web development, advertising and content development
- Collaborate closely with internal departments to enhance collaboration, project management and support shared business objectives

Core knowledge + skills

- Passion and demonstrated experience in problem-solving and analysis
- Advanced knowledge of software including website CMS, email platforms, databases, and Excel
- GA4 – Advanced Google Ads and Analytics experience
- Strong project management and communication skills, written and verbal
- Understanding of effective user experience and user journey principles
- Ability to work collaboratively and efficiently with diverse teams and stakeholder groups



Qualifications

- A degree or diploma from a recognized post-secondary institution, specializing in marketing, communications or relevant experience
- Minimum of three years' experience in a role that involves digital marketing and project management
- Deep understanding and appreciation for digital trends, philanthropic landscape and digital advertising markets across BC

Nice to haves

- Non-profit experience
- Experience using online fundraising tools and platforms
- Familiarity with Wordpress, Elementor, and Mailchimp

JOIN US

At Variety, we value diversity in all its forms and encourage all qualified individuals to apply. We believe that a team enriched by different cultures and perspectives makes us stronger. We are committed to fostering an inclusive and respectful environment where everyone's voice is heard and respected.

If you are ready to make a profound impact and inspire change where it matters most – in the lives of children – we invite you to apply for this important and rewarding role.

This position is based in our office located in Burnaby, B.C. through a hybrid and flexible workplace experience. Variety offers a competitive compensation and benefits package and rewarding employment experience where your contributions make a difference.

Salary range: \$63,000 - \$73,000 per year