



## **We're Hiring: Digital Marketing Coordinator**

*Make an impact. Tell stories that matter. Change lives.*

Are you a digital marketing dynamo who's always ahead of the curve? Do you thrive on crafting scroll-stopping content, analyzing performance data, and finding fresh ways to engage online audiences? Are you passionate about using your skills to make the world a better place?

**Ratanak International** is looking for a **Digital Marketing Coordinator** to join our growing team. If you're creative, a team player, detail-obsessed, and energized by the idea of fighting human trafficking and injustice — this might be your dream job.

---

**Position Description:** Digital Marketing Coordinator

**Primary Operating Location:** International Headquarters Office, Burnaby, Canada

### **Reporting Lines:**

**Direct Supervisor:** Marketing & Communications Manager

**Direct Report(s):** None

### **Position Summary:**

Reporting to the Marketing & Communications Manager, the Digital Marketing Coordinator is responsible for developing, implementing, and managing digital marketing campaigns that promote our brand, engage our audience, and drive fundraising growth.

### **Primary Objectives:**

- Develop and deliver compelling digital content to support Ratanak International's fundraising and marketing initiatives.
- Ensure consistent representation of Ratanak International's brand and voice across all online and social media platforms.
- Maintain and update digital platforms while exploring innovative strategies to expand our online reach and engagement.
- Monitor, analyze, and report on the performance of digital marketing tools to optimize effectiveness and inform future strategies.

### **Primary Duties & Responsibilities:**

- ***Digital Content Creation (Primary Objective #1)***
  - Develop and execute digital marketing campaigns across multiple platforms, including social media, email, website, and paid advertising.
  - Plan, create, and edit video content for social media, the website, and promotional campaigns to enhance audience engagement.
  - Support the development and implementation of paid advertising campaigns (e.g., Google Ads, Facebook Ads, LinkedIn Ads).

- **Branding (Primary Objective #2)**
  - Collaborate with internal teams and external partners to ensure consistent branding and messaging across all digital channels.
  
- **Digital Platform Management & Audience Growth (Primary Objective #3)**
  - Manage and optimize social media accounts (Facebook, Instagram, LinkedIn, YouTube, etc.), including content creation, scheduling, and audience engagement.
  - Keep the website current with compelling, SEO-friendly content that aligns with organizational goals.
  - Monitor trends, emerging technologies, and best practices in digital marketing to identify new opportunities for growth and engagement.
  
- **Reporting & Analytics (Primary Objective #4)**
  - Track and analyze campaign and website performance, providing insights and actionable recommendations for continuous improvement.

**Qualifications:**

**Required Education:**

- Bachelor's degree, Certificate or Diploma in Marketing, Communications, Digital Media, or a related field.

**Required Experience & Skills:**

- 2-3 years of experience in digital marketing, social media management, or a related role.
- Excellent organizational skills and attention to detail.
- Demonstrated success in creating effective digital content and executing digital campaigns.
- Excellent communication skills and sensitivity when dealing with complex subject matter.
- Ability to work collaboratively with team members and independently, to meet tight timelines.
- Experience creating video content, including filming, editing, and optimizing videos for digital platforms is an asset.
- Displays a passion for the mission of Ratanak International and an ability to work effectively in a faith-based organization.
- Cross-cultural and travel experience is an asset.

**Computer Competencies:**

- Proficient with graphic design tools; Canva and Adobe Creative Suite.
- Strong computer literacy including demonstrated advanced level skills with Mac or Windows and Microsoft Office programs (Outlook, Word, Excel, PowerPoint).
- Experience using digital marketing tools such as WordPress, Meta Business Suite, Mailchimp, Google Analytics and Google ads is an asset.

**Physical Requirements and Working Conditions:**

- Manual dexterity required to use desktop computer and peripherals.
- Ability to operate a computer for long periods of time.
- Lifting or moving up to 10 lb/4.5 Kg may be required.
- Overtime may be required.

- Willingness to occasionally work outside core hours is necessary as well as the ability to travel within Canada and internationally as needed.

**How To Apply:**

Candidates are required to submit their resume with cover letter to [office@ratanak.org](mailto:office@ratanak.org) no later than 9:00 am PST, Friday, May 9<sup>th</sup>, 2025. Please include writing, graphic design and video samples or portfolio links if available. *We appreciate all applications; however, only those considered for an interview will be contacted further.*