



Position Description: Marketing and Communications Manager

Primary Operating Location: International Headquarters Office, Burnaby, Canada

Direct Supervisor: Development and Communications Director

Direct Report(s): Digital Marketing Coordinator

Job Purpose:

Reporting to the Development and Communications Director, the Marketing and Communications Manager serves as a creative and strategic overseer of Ratanak International's outgoing marketing and communications. This includes helping to draft and execute key strategies and ensuring that Ratanak International's brand standards and marketing and communications strategies are consistently implemented and regularly evaluated.

This role is also responsible for creating—or managing the creation of—key marketing content, including writing and editing copy, developing graphic design elements, producing ongoing social media content, maintaining basic website updates, and producing basic video projects. Ratanak International currently contracts a specialized marketing firm for some digital and print marketing materials such as quarterly newsletters and appeal campaigns. This role functions as the primary liaison with the contracted marketing firm and other external contractors.

Primary Objectives:

1. Communications Management:

- Manages the day-to-day execution of the Annual Marketing and Communications Plan, ensuring implementation is effective and on schedule.
- Stays consistently informed about activities and stories from Ratanak International's projects and partners through coordination with communications staff in the Cambodia Field Office, functioning as the organization's informational "triage" to determine appropriate content for promotions, updates, donor appreciation, and awareness efforts.
- Tracks and analyzes results from marketing campaigns to understand donor behaviour and campaign effectiveness, making strategic adjustments as needed.

2. Content Creation Management:

- Supervises and mentors the Digital Marketing Coordinator to ensure timely, on-brand execution of campaigns and communications.
- Edits and ensures sensitivity, accuracy and consistency of all communications.
- Manages the creation of various communication initiatives, including marketing materials, articles, event promotions, news releases, internal updates, crisis communications, prayer bulletins, donor thank-you letters, basic video projects, podcast recordings, and consultation on grant application copy as needed.
- Manages Ratanak International's social media accounts and calendar:

- Creates regular content featuring compelling, on-brand media and messaging that is security- and sensitivity-reviewed.
 - Monitors social media channels to ensure dialogue is appropriate and responds directly to external messages.
 - Manages and updates the content of Ratanak International’s websites, ensuring dynamic content remains up to date and accurate.
 - Manages Ratanak International’s digital advertising campaigns.
- 3. Safeguarding Brand Standards:**
 - Ensure Ratanak International’s mission, vision, values, key messaging, and brand standards are consistently implemented and communicated across all public engagement initiatives.
 - Ensures sensitivities and security considerations are thoroughly evaluated in all publications involving vulnerable individuals.
- 4. Strategic Planning Support:**
 - Contributes to developing strategies for the Annual Marketing and Communications Plan.
 - Supports Directors in refining Ratanak International’s overall brand and managing usage of brand identity, particularly around key messaging.
- 5. Contractor Management:**
 - Liaises with external contractors—including marketing agencies, videographers, photographers, complex graphic designers, and website developers—supplying content, reviewing drafts, and managing deadlines throughout the production process to ensure timely and aligned communication materials.

Qualifications:

Required Education:

- Completion of a post-secondary certificate, diploma, or degree program in a relevant area (e.g., Communications, Marketing, Public Relations, Journalism, or related fields).
- Additional certificates, diplomas, or degrees in a relevant area are considered an asset.

Required Experience:

- Minimum of 3–5 years of experience in a marketing- or communications-focused role.
- Minimum of 2–3 years of experience in a non-profit setting.
- Demonstrated excellence in oral and written communication, conveying professionalism, accuracy, and diplomacy.
- Demonstrated knowledge of graphic design principles.
- Demonstrated excellence in project management with the ability to plan, prioritize, and meet goals and deadlines.
- Strong knowledge of managing content on platforms such as Facebook, YouTube, and Instagram.

- Demonstrated ability to manage sensitive information with discretion.
- Demonstrated ability to work collaboratively with a team or independently.
- Demonstrated ability to adapt to changing situations and work under pressure and tight timelines.
- Ability to understand the “big picture” while maintaining attention to detail and integrating organizational culture into graphic design and copy creation.
- Ability to work effectively in a faith-based organization and environment.
- Cross-cultural experience, international development experience, or travel experience is an asset.
- Photography and videography/video-editing skills are assets.
- Management experience is an asset.

Computer Competencies:

- Computer literacy with Mac and Windows platforms.
- Proficiency in Microsoft Office programs.
- Intermediate-level skills in Adobe Creative Suite (Illustrator, InDesign, Photoshop) and Canva.
- Proficiency in any of the following is an asset: Adobe Premiere, WordPress, Mailchimp, web design, ClickUp, coding experience.