



Position: Digital Officer

Type: Permanent full-time position (35 hours per week)

Sector: Communications

Location: Montreal

Context

Humanity & Inclusion (HI) is an international solidarity organization that has been working tirelessly for over 40 years to ensure that people with disabilities and populations affected by crises, conflicts and disasters are never left behind. The organization is present in nearly 60 countries, where it runs projects focused on the inclusive development of people with disabilities, provides humanitarian aid to populations in crisis, and helps to reduce armed violence through awareness-raising, mine clearance and explosive ordnance education. Recognized for its advocacy work, HI is a founding member of the International Campaign to Ban Landmines (ICBL) and the International Network on Explosive Weapons (INEW), co-recipient of the Nobel Peace Prize in 1997 and winner of the Conrad N. Hilton Award in 2011.

Humanity & Inclusion Canada is part of a network made up of a Federation headquartered in Lyon, France, which implements international programs, and eight national associations which mobilize the financial resources needed to implement programs, develop HI's image and reputation, and promote the network's values and positioning. The national associations are located in the following countries: Belgium, France, Switzerland, Luxembourg, Germany, the United Kingdom, Canada and the United States. HI's Canadian office has been based in Montreal and Ottawa for nearly 20 years.

The Digital Officer will complement an experienced Canadian team and work with HI Federation counterparts to achieve ambitious goals.

Job summary

Under the supervision of the Head of Communications, the Digital Officer will take part in the design and implementation of the marketing strategy with the aim of increasing awareness and recognition of the HI brand among its key stakeholders and the public.



Main Responsibilities

Social Media and Website

- Work closely with the Communications, Institutional Funds and Fundraising team to give visibility to HI's projects and activities in the field, particularly those funded by Canadian donors, on all social media platforms.
- Responsible for the publication calendar and managing social media (visual content creation, planning, writing, publishing, comment management, etc.).
- Ensure that all content produced is in line with HI brand guidelines.
- Generate, monitor, gather and interpret social media analyses. Produce performance reports taking into account previously identified KPI indicators, and share them to management and the communications committee as required.

Website and Mailchimp

- Work in collaboration with the Head of Communications and the HI Federation webmaster to optimize, update and make accessible the website via the Extenso platform.
- Support the Communications and Fundraising team in the production of the monthly newsletter sent to Mailchimp subscribers, and solicitation emails sent to donors during humanitarian emergencies, annual campaigns or at key moments throughout the year.
- Help clean up Mailchimp audience lists to make mailings more optimal.

Fundraising and Advocacy

- With the expertise of external partners, develop digital advertising campaigns (Google Ads, YouTube Ads, Meta Ads) during humanitarian emergencies (crises, natural disasters or armed conflicts).
- Use its digital marketing expertise to spread the word about the *Stop Bombing Civilians* campaign in 2024 to reach new prospects potentially interested in giving to HI.

Other tasks

- Participate in HI Federation meetings (*DigiTalk*) to benefit from best practices and trends in digital marketing.
- Support in the layout, translation or proofreading of all types of documents (research reports, annual reports, campaign letters and much more).
- Assist with other communication tasks.



Profile and Skills

- University degree in digital marketing, communications or a related field
- 3 to 5 years' experience in web marketing
- Excellent knowledge of social media platforms and advertising tools (Google Ads, Meta Ads, YouTube Ads), strong skills in content creation software (Canva, Illustrator, Photoshop, Adobe Premiere), video editing software and other tools such as WordPress, Extenso, Google Analytics, MailChimp, Agora Pulse.
- Excellent writing skills
- Fluency in written and spoken French and English
- Creativity, resourcefulness, interest in teamwork
- Assets: third language, humanitarian or international experience

Salary and benefits

- Salary: \$45,000 - \$60,000
- Possibility of working twice a week in the office and the rest of the week remotely
- Annual leave and family/sick days
- Opportunity to make a field visit
- Group insurance and much more

TO APPLY

Please send your resume and cover letter by May 24, 2024 to the following e-mail address: t.martin@hi.org.

FIND OUT MORE ABOUT:

Humanité & Inclusion Canada: <https://hi-canada.org/>

Humanité & Inclusion (Federation): <https://hi.org/>