



Jane Goodall Institute
Canada

Inspiring hope
through action

HIRING: *Digital Marketing Manager*

The Jane Goodall Institute of Canada (JGIC) is seeking a quick-thinking Digital Marketing Manager to join our team!

Inspired by our founder, the Jane Goodall Institute of Canada is creating a more just and sustainable world through community-centred conservation that empowers people, protects wildlife, and heals our shared environments in Canada and Africa. We “inspire hope through action” and encourage everyone to embrace their power to make a difference.

It’s an exciting time to work at JGIC. Dr. Goodall will visit Canada in April for her global 90th birthday tour. We have tremendous momentum, a dedicated and passionate audience, a strong vision, and a clear strategic focus. But we can (and must) do more. This person will help us do it.

We’re looking for a Digital Marketing Manager who can:

- Quickly master the brand, tone, personality, and messaging of the Institute, executing it across multiple channels; this includes the expression of the brand in strategic ideation, writing, and design;
- Write clear, compelling copy;

- Produce a high volume of content with an eye for detail and a focus on adding value to our audience's lives (we're allergic to clickbait and fear-mongering);
- Use best-in-class publishing tactics to reach and speak to diverse audiences;
- Adapt to a quickly changing digital advertising landscape, ensuring a good ROI for all dollars spent;
- Take ownership of all digital channels (website, email, social, Google Ads) to ensure they're all connected, cohesive, and providing a good user journey;
- Use data to drive decision-making and support the design of better data systems if/when they're not providing the answers we need;
- Work independently at a high level, without excessive supervision;
- Maintain a high quality of work while spread across multiple projects, often with different audiences and objectives;
- Contribute to the "service" culture of the Marketing & Communications team; our team exists to help Programs and Fundraising achieve their goals, so we check our egos at the door to best support their needs.

*We're also open to applicants of all professional backgrounds: you do not have to have worked in a not-for-profit your whole life!

What is it like to work at the Jane Goodall Institute of Canada?

- We're a small, lean team. As such, each staff member drives their own portfolio and must be able to work reasonably independently without heavy-handed management.

- Our to-do lists fill up quickly. Every day, we work on 5-6 projects, often with different audiences and objectives. So we must focus, prioritize, remain nimble, and ensure everything serves our mission.
- We think big and act urgently. The issues we tackle are pressing, and we're running out of time.
- We push ourselves to produce measurable results, not report on vanity metrics.
- Our team of experts is smart, kind, fun, and driven.
- We're part of a global community of Jane Goodall Institute chapters; there are opportunities to work and connect with our international colleagues in Africa, France, the UK, Australia, Belgium, Austria, the USA, and so many more!
- We have a healthy digital infrastructure, with tools and platforms that create more efficient workflows in all communications activities. However, this person would be instrumental in ensuring this infrastructure operates at an A+ level.
- We enjoy half-day, no-meetings Fridays.
- Our flexible, hybrid work model allows work-from-home with opportunities to work and collaborate in person at our downtown Toronto offices (University and College).
- We offer professional development opportunities.

What will the hiring process look like?

- **Deadline to apply: February 12, 2024**
- Please submit a resume and cover letter to alex@janegoodall.ca (she's our Communications Director and the lead hiring manager). Please focus on how your background and experience align with this role in your cover letter.
- Only selected candidates will be contacted for the initial interview.

- There will be two interviews in total and a small case study.
- The first interview will focus on your experience, skills, and how they gel with JGI Canada's needs.
- The second interview will focus on your insights into the Jane Goodall Institute of Canada's marketing and how you would contribute to its evolution.
- Only the final candidates will be asked to do the case study. It will be very brief and focus on content creation. There may be a quick follow-up call for our team to ask questions about the study.
- The process will move quickly as we want to fill this role as soon as possible.

Compensation and Benefits

- Salary range of \$63,126-\$75,186 based on skills and experience
- A comprehensive benefits package
- A flexible working environment
- RRSP matching after a year
- Generous paid time off
- Annual holiday closure (does not count against your vacation time)

JGI Canada is committed to the principle of equal employment opportunity and does not discriminate based on race, national or ethnic background, religion, age, gender identity, sexual orientation, family status, or disability. We encourage candidates from underserved or historically marginalized groups to apply. If you face barriers related to your intersectional identities and want to inquire about individualized application support, please contact us at info@janegoodall.ca.