



Jane Goodall Institute  
Canada

Inspiring hope  
through action

## **HIRING:** *Digital Marketing Manager*

Are you a digital strategist with a passion for conservation, youth engagement, and making the world a better place? The Jane Goodall Institute of Canada (JGIC) is looking for a dynamic Digital Marketing Manager to join our innovative team!

### **About Us:**

At JGIC, inspired by our founder Dr. Jane Goodall, we are dedicated to creating a more just and sustainable world. Our community-centered conservation efforts empower people, protect wildlife, and heal our shared environments in Canada and Africa. We “inspire hope through action” and encourage everyone to embrace their power to make a difference.

### **Why Join Us Now?**

- **Momentum:** Dr. Goodall's 90th birthday year has given our brand a boost of momentum that we're using to scale up our reach and impact.
- **Vision:** We have a dedicated audience, a strong vision, and a clear strategic focus.
- **Impact:** Be part of a team making a tangible difference in the world.

### **Role Overview:**

We are seeking a Digital Marketing Manager who will excel at:

- **Strategic Focus:** Develop and implement cutting-edge digital strategies, including SEO, SEM, and social media algorithm optimization.
- **Audience Targeting:** Use data-driven tactics to segment audiences and ensure we reach and convert high-value donors.
- **Fundraising Excellence:** Focus on digital strategies that drive fundraising success, optimizing ad boosts and publishing tactics.
- **Stay Current:** Keep up with the ever-changing digital advertising landscape to ensure a high ROI on all marketing spend.
- **Collaborative Spirit:** Work closely with Programs and Fundraising to support their goals and maintain a cohesive digital presence.

### The Ideal Candidate:

- **Analytical Thinker:** You leverage data to make informed decisions and optimize campaigns.
- **Adaptable:** You thrive in a fast-paced environment and can quickly pivot strategies as needed.
- **Collaborative:** You work well with cross-functional teams and can communicate effectively with various stakeholders.
- **Innovative:** You stay ahead of digital trends and are always looking for new ways to engage and convert audiences.
- **Goal-Oriented:** You are driven by results and have a track record of successful digital fundraising campaigns.

### What We Offer:

- **Dynamic Environment:** Thrive in a fast-paced, mission-driven organization.
- **Global Community:** Connect with Jane Goodall Institute chapters worldwide, from Africa to Europe and beyond.

- **Flexible Work Model:** Enjoy a hybrid work environment with work-from-home flexibility and in-person collaboration at our downtown Toronto offices.
- **Professional Growth:** Access to professional development opportunities.
- **Work-Life Balance:** Half-day, no-meetings Fridays, and generous paid time off, including an annual holiday closure.

### **Hiring Process:**

- **Apply by:** August 6, 2024
- **Submit to:** alex@janegoodall.ca (our Communications Director and lead hiring manager)
- **Process:**
  - Initial resume and cover letter review.
  - Two interviews focusing on experience, skills, and fit with JGIC.
  - Final candidates will complete a brief case study related to digital marketing strategies.
  - Quick follow-up call for final case study clarifications.

### **Compensation and Benefits:**

- **Salary:** \$63,126-\$75,186 based on skills and experience.
- **Benefits:** Comprehensive package, flexible working environment, RRSP matching after one year, and generous paid time off.

### **Commitment to Diversity:**

JGI Canada is an equal-opportunity employer. We welcome applications from all individuals, regardless of race, national or ethnic background, religion, age, gender identity, sexual orientation, family status, or disability. Candidates from underserved or historically marginalized

groups are strongly encouraged to apply. For individualized application support, contact [info@janegoodall.ca](mailto:info@janegoodall.ca).

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Apply now to become part of a forward-thinking organization dedicated to creating a better world for all living beings. Let's make a difference together!