



National Office: 20385 64 Avenue, Langley, BC V2Y 1N5 | 1.800.563.1106 | 604.514.2000 | [powertochange.org](http://powertochange.org)

## Advancement Department: Online Marketing Specialist

### Job Description

<b>Job Categories:</b>	<b>Marketing, Support Team</b>
<b>Position Type:</b>	<b>Full Time; Permanent</b>
<b>Job Region/Location:</b>	<b>Langley, British Columbia</b>
<b>Reporting Relationship:</b>	<b>Reports to the Marketing Manager</b>
<b>Working Conditions:</b>	<b>Normal Office conditions</b>
<b>Funding:</b>	<b>Centrally-Funded</b>
<b>Application Deadline:</b>	<b>March 31, 2010</b>

### Position Overview

Power to Change seeks to glorify God by making a maximum contribution toward helping to fulfill the Great Commission in Canada and around the world by developing movements of evangelism and discipleship. We envision millions of volunteers engaged in faith adventures that transform lives through the power of the gospel. You can be a part of this movement of change by applying your skills, talents and passions in PTC Ministries.

Reporting to the Marketing Manager, the Online Marketing Specialist will partner with the Advancement Team and our 15 Ministries to develop and implement marketing initiatives that are designed to acquire new partners, enhance our relationships with existing partners, and increase our ability to equip Christians to share their Faith in Canada and around the world.

### Responsibilities

- Drive continuous enhancements to the functionality, systems and processes of the web experience.
- Work in collaboration with internal staff to secure information and set creative direction for the development of integrated fundraising projects.
- Ensure that the websites' look & feel, usability, information architecture, product search capability, and content meet established standards and web best practices.
- Facilitate the development of fundraising elements (email appeals, banners, donation forms, web product offers, etc.) to support campaigns across various channels.
- Lead internal review and approval process of creative and provide required assets to webmaster for publishing.
- Review web content prior to publishing to confirm that it is consistent with approved design.
- Make sure the content is always fresh, updated, and bilingual, if necessary
- Providing analysis and reports on overall web traffic and effectiveness
- Develop marketing strategies to drive online fundraising activity

- Ensure all significant modifications/updates are communicated with the team in weekly team meetings
- Manage new projects to meet the e-marketing objectives.
- Co-ordinate deployment with IT/outsourcing partner, co-ordinate designs with internal web designer and our external design agency.

### **Education and Experience:**

- University degree or College diploma in Marketing/ Business/Communications or equivalent
- 3+ years online marketing experience preferred
- Basic experience with HTML, CSS, Front Page, Dreamweaver, Adobe, Photoshop, InDesign, Image Ready, Flash, FTP applications, CSS (Cascading Style Sheets), JavaScripting, SQL server experience and fundraising databases an asset.

### **Required Skills and Abilities:**

- A growing personal relationship with Jesus Christ and a passion for Christian ministry work
- Advanced knowledge of e-marketing, traditional marketing, intranet and Internet principles, best practices and Web 2.0 technologies
- Must have understanding of creative website design and web development, as well as the ability to facilitate the creative development process
- Proven success developing online marketing and fundraising campaigns
- An interest in email marketing and improving performance through data analysis
- Familiarity with mainstream email clients and message formats.
- Strong computer skills: web content management, basic HTML, and Microsoft Office (Excel, Word, PowerPoint).
- High integrity, able to maintain strict confidentiality
- Well organized, attentive to detail, flexible and resourceful
- Ability to multi task, take initiative and work effectively under pressure
- Excellent communication and time management skills
- Ability to work independently as well as in a team environment

### **Funding:**

This position is centrally funded.

Please send your resume and cover letter or inquiries to: [opportunities@powertochange.org](mailto:opportunities@powertochange.org)

*\*\* We thank all applicants for their interest in Power to Change; however, only suitable candidates will be contacted to continue the application process. \*\**

*The [mission](#) of Power to Change is to further the movements of Christian evangelism and discipleship. All Power to Change staff members and volunteers work collectively to further this overall religious mission. The successful candidate for this position must have a pre-existing belief and demonstration of lifestyle as outlined in the Power to Change Code of Conduct and Statement of Faith. The successful candidate must agree to, sign and, in all good conscience abide by the biblical principles outlined by these documents. It is a pre-requisite of employment at Power to Change that any and all staff members and volunteers sign and abide by these documents throughout their course of involvement at Power to Change. For a copy of the Code of Conduct and Statement of Faith, please email [hr@powertochange.org](mailto:hr@powertochange.org).*