

Marketing and User Experience Specialist

Position Title: Marketing and User Experience Specialist
Reports To: Senior Manager, Annual Giving & Engagement
Location: Toronto

Organizational Profile

Partners In Health (PIH) is a global health and social justice organization relentlessly committed to improving the health of the poor and marginalized. PIH partners with local governments to build capacity and works closely with impoverished communities to deliver high-quality health care, address the root causes of illness, train providers, advance research, and advocate for global policy change. In a world too willing to value one human life over another, PIH stands in solidarity with the destitute, the marginalized and the sick. We pursue a moral mission within a medical context: to provide the best health care to those who need it most. Partners In Health Canada was founded in 2011 and is based in Toronto. Visit www.pihcanada.org to learn more.

Position Summary

The Marketing and User Experience Specialist will be a key member of the PIH Canada team bringing in new supporters and inspiring them to action through donations and movement building. Our ideal candidate will blend ambition, creativity and tactical savvy to attract new audiences, engage users, and optimize digital platforms to achieve organizational fundraising goals. If you are passionate about growing peer-to-peer and supporter engagement campaigns, improving user experience and web design, crafting and editing compelling visuals and videos, and collaborating with highly motivated colleagues to accelerate PIH Canada's awareness and visibility in the Canadian charitable landscape, we want to hear from you.

Primary Responsibilities

Lead Generation and New Donor Acquisition: 35%

- Create and implement targeted strategies to grow website traffic and qualified leads through email signups, webinars, and gated content.
- Design and execute online campaigns to engage new audiences and increase donor conversion; leverage analytics to identify champions for our work, track conversion rates, and optimize acquisition initiatives.
- Oversee the development and optimization of PIH's merchandise store to drive sales and support fundraising goals.
- Collaborate with external vendors and internal teams to implement technical improvements for lead generation.

Peer-to-Peer Fundraising and User Engagement: 35%

- Develop and execute strategies to grow peer-to-peer fundraising initiatives, leveraging digital tools and social platforms.
- Test and implement user engagement campaigns to drive audience growth.
- Work closely with the development team to identify and implement stewardship and acquisition best practices.

Web Development and Marketing Design: 30%

- Lead the enhancement of PIH's website and fundraising platform (Fundraise Up) with a focus on user experience, design, and functionality.
- Ensure compliance with accessibility and privacy standards while troubleshooting and managing website performance.
- Develop visually compelling marketing and fundraising materials, including graphics, video content, and branded collateral.
- Edit and produce videos for campaigns, donor engagement, and storytelling initiatives.
- Design innovative digital and print assets to support lead generation and fundraising campaigns.
- Adapt and localize global PIH content for Canadian audiences.

Qualifications and Skills

Education and Experience:

- Minimum 5+ years of relevant experience in digital marketing, user engagement, UX/web design, video editing, or related fields.
- Proven track record in lead generation, user engagement, donor acquisition, and digital fundraising strategies, with a track record of growing audience engagement.
- Experience managing content management systems (Drupal preferred) and fundraising platforms (Fundraise Up or similar).

Technical Skills:

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, InDesign) and video editing tools.
- Strong knowledge of Google Analytics 4 (GA4), SEO and UX best practices.
- Familiarity with tools like Drupal, Pantheon, or similar platforms.
- HTML/CSS experience is a plus.

Creative and Analytical:

- Strong creative skills in digital storytelling and design with the ability to develop visually impactful materials for diverse audiences.
- Ability to use metrics and analytics to inform strategy.

Interpersonal and Organizational:

- Excellent English writing and editing skills; French language skills are an asset.
- Strong interpersonal and collaboration skills, with desire to build relationships and share ideas across teams and stakeholders.
- Detail-oriented with excellent planning and prioritization abilities.

Passion and Commitment:

- Experience working for social change; deep alignment and passion for PIH's mission and a strong interest in global health and social justice.

Compensation

Salary range is \$62,000 - \$69,000. We offer a flexible and hybrid work schedule, a competitive health and dental benefits package, professional development and learning, generous vacation and leave

policies, and the opportunity to collaborate and grow with a diverse global team deeply committed to equity and social justice. Applicants must be legally eligible to work in Canada.

Application Instructions

Please send a CV and cover letter to hrcanada@pih.org with 'Marketing and User Experience Specialist' in the subject line. Applications without a cover letter will not be considered. Applications will be reviewed on a rolling basis until the position is filled. We thank all applicants but regret we will be unable to respond to all submissions. We request that you do not follow up your application with a phone call or email. We will contact only those candidates selected for interviews. Thank you for your understanding.

Commitment to Diversity and Accessibility

Partners In Health Canada is committed to equal opportunity and equal treatment for every prospective and current employee. We value diversity in the workplace and believe our work is stronger when it benefits from the experience and knowledge of a diverse team. Candidates from diverse backgrounds, including but not limited to Indigenous peoples, racialized and LGBTQ2+ communities, and people with disabilities, are encouraged to apply. If contacted in relation to a job opportunity, please notify us as soon as possible of any adaptive measures you might require. Information received relating to accommodation measures will be addressed confidentially.