

COMMUNITY ENGAGEMENT SPECIALIST Role Description

Role Title: Community Engagement Specialist
Reports To: Director of Marketing and Donor Relations
Application Deadline: August 1, 2024
Projected Start Date: September 3, 2024

OVERVIEW:

The Community Engagement Specialist is a personable and creative professional, passionate about serving with a faith-based charitable organization. This specialist is primarily responsible for managing monthly giving campaigns, national fundraising events/tours, and serving as the Community Manager for the FaithSpark app.

This role involves working with the Marketing Team to develop and execute marketing strategies as well as fostering community engagement, driving brand awareness, and overseeing project management in key areas. This position is full-time; the successful candidate may work from anywhere in Canada.

KEY RESPONSIBILITIES:

Campaign Management

- Fundraising Events:
 - Collaborate with the Marketing Team to plan and coordinate promotional efforts to ensure successful event outcomes.
 - Manage sponsor partnerships to enhance event visibility.
 - Manage logistics to ensure all aspects of event planning and execution are on schedule and within budget.
 - Create reports and analyze post-event data.

- Monthly Giving Program (Adopt-A-Bunk):
 - Collaborate with the Marketing Team to develop and implement strategies to promote the program.
 - Oversee project management (ie. timelines, deliverables, logistics).
 - Actively engage with supporters (ie. newsletters, social media, phone calls).
 - Actively engage with participating camps.
 - Monitor program performance and optimize tactics for increased donor engagement.

Community Engagement

- One Hope Canada:
 - Assist with donor care (ie. appeal letters, acknowledgements).
 - Edit and proofread content to ensure accuracy, clarity, and consistency.
 - Manage digital marketing campaigns (email, social media, etc).
 - Actively engage with online community.
- FaithSpark:
 - Create and manage e-newsletters and other digital content including social media.
 - Edit and proofread content to ensure accuracy, clarity, and consistency.
 - Actively engage with online community.
 - Respond to user inquiries and feedback, ensuring a positive user experience.
- Day of Prayer for Camp:
 - Connect and follow up with participants (churches, organizations, individuals) to encourage engagement.
 - Manage website, and other digital content (ie. social media, emails).

General Project Management Responsibilities

- Maintain consistency and integrity of One Hope Canada's brands across all content platforms
- Maintain communication with donors, churches, camps, etc to measure effectiveness of marketing initiatives.
- Manage logistics for other marketing projects as required (ie video shoots) to ensure planning and execution are on schedule and within budget.
- Analyze marketing metrics and create reports to guide future strategies.

OTHER RESPONSIBILITIES:

- Actively participate in team meetings.
- Develop a personal support/prayer team.
- Other duties as assigned.

REQUIREMENTS:

- Passion for the Gospel.
- A strong understanding of One Hope Canada's mission and values.
- Proven experience in project management & engagement strategies.
- Excellent written and verbal communication skills.
- Excellent organizational and time management skills.
- Ability to manage multiple projects and work under pressure.
- Ability to work independently and flourish in a remote work environment.
- Proficiency in social media platforms and digital marketing tools.
- Ability to analyze data and generate actionable insights.

- Experience using Google Workspace Suite (e.g. Drive, Docs, Sheets, Gmail) and Microsoft Office (Word, Excel, etc.).
- Experience using Wordpress and Elementor is an asset
- An understanding of Google Analytics is an asset.

CORE COMPETENCIES:

- Commitment to follow Jesus Christ in all things.
- Passion for the Gospel and outreach.
- Team-oriented and ministry-focused.
- Willing to learn and able to take direction.

EDUCATION AND EXPERIENCE:

- Post-secondary education in a related field (ie. Marketing, Communications, Project Management).
- Relevant work experience in marketing, community management, or the non-profit sector.
- Experience with Bible camp ministry in Canada is an asset.

ABOUT ONE HOPE CANADA:

One Hope Canada develops life-long followers of Jesus by clearly communicating the Gospel. We partner with 400 local churches across the country, enabling more than 30,000 children and youth to discover Jesus each year through Bible camps, community ministries, digital discipleship, and Gospel-centered resources.

One Hope Canada is considered a Religious Order under the provisions of the CRA and as such, missionary employment with One Hope Canada is seen as following God's unique invitation. Members, and those aspiring to be members, must be in agreement with standards of spiritual and personal suitability, and are required to sign a Statement of Affirmation annually.

ONE HOPE CANADA'S PURPOSE:

We present the Gospel, particularly to those having the least opportunity to hear of Christ, and especially to children and youth. We disciple believers for living and serving through His Church.

Please submit your résumé, including references, to:

Kelly Rempel

Director of Marketing and Donor Relations

kelly@onehopecanada.ca

888-960-2580, ext 123