

Insightful, Innovative, Collaborative

Digital Strategist

Position	Full-time Salary
Reporting	This position reports to the Digital Strategy and Marketing Lead
Compensation	\$60,000 - \$70,000

Introduction

As a Digital Strategist at Grassriots you'll be joining one of the best, most innovative, boundary-pushing agencies in Canada. Grassriots is a full-service digital agency, supporting high-profile national and international non-profits, charities, and social enterprises. At Grassriots your work will have measurable social impact with global reach and influence.

What's it like working at Grassriots?

Our People: We're a dedicated group of folks who are actively helping to make the world better every day and achieve progressive change by working with charities and nonprofits. We come from fundraising, advertising industry, other charities, CRMs, and that vast and random place we call 'digital marketing'.

Our Passion: We care about a positive and healthy work culture. We help each other out, build each other up, and see collaboration as important as the air we breathe.

Digital Strategist

Some of our clients include Amnesty International, Doctors without Borders, Oxfam, CNIB, Pathways to Education, and Humane Society International

Our Values: We only work with organizations who are doing work we believe in. Work that's changing hearts and minds, changing legislation and policies, and sometimes even changing the game. Issues we work with clients on include but aren't limited to food security, human rights, environmental issues and climate change, international disaster and relief, and animal rights issues.

Grassriots is an equal opportunity employer and all applicants will be considered. Folks who come from underrepresented or marginalized backgrounds are strongly encouraged to apply. We are committed to a diverse and inclusive workplace where we learn and work together to change the world. Our staff has racial, cultural, ethno-cultural, social class, sexual orientation, gender, and language diversity, and we are looking for more. We're a better team because of it.

What's the work about?

Not to brag, but it's pretty incredible work. You'll get to work with charities and nonprofits, on campaigns and projects that range from fundraising and growth to engagement and behaviour change, and are often some kind of combination.

Reporting to the Senior Digital Strategist/Managing Director, the Digital Strategist will get to solve real problems that non-profits have, from finding new monthly donors to launching new brands, from building awareness to helping target corporate misconduct, from helping reinforce positive consumer behaviours, to planning, building, and managing digital lead generation campaigns and year-end fundraising campaigns. And so much more.

The role of Digital Strategist

- Supporting the Digital Strategy and Marketing Lead and working with others in the execution of research, production, and analysis related to specific client projects and accounts.
- Support and learn from senior members of the team.

Digital Strategist

- Build and strengthen positive client relationships, ensuring requests are met in a timely and service-oriented manner.
- Brainstorm innovative go-to-market ideas in real time with clients and recommend new approaches that can help them reach their goals in an ever-changing digital fundraising space.
- Review, proofread, and manage creative at every stage while ensuring adherence to brand strategy and brand guidelines while remaining on brief, on time, and on budget.
- Develop innovative go-to-market strategies and successfully execute them.
- Working directly with some clients and this could include regular email, phone, face to face meetings, and check-in calls.
- Responsible for analysis of client fundraising platforms, web properties and discovery work, in campaign performance analysis, and campaign research.
- Responsible for production of integrated digital strategies, communication plans, and digital campaign performance reports (with assistance, oversight, and review).
- Responsible for set up, deployment and monitoring of digital ad campaigns across channels such as Google Ads, Twitter, Facebook, LinkedIn, and Instagram.
- Responsible for deployment, review, and monitoring of email marketing campaigns.
- Learn, share, and write about fundraising, engagement and communications metrics, projections, and KPIs.
- Working with the Creative and Web Development teams on the execution of projects and campaigns to ensure timely delivery and quality assurance.
- Follow and be encouraged to develop processes, checklists, project management, and organizational protocols.
- Learn to develop and apply project management techniques/principles to plan and manage multiple concurrent projects with conflicting deadlines, effectively using resources to communicate between departments, manage competing priorities, and produce deliverables within the agreed-upon timeframe.

Digital Strategist

- Responsible for the production of campaign and project assets such as landing pages, production lists, social media content, and various skills related to the main CRMs and platforms our clients use, which include Engaging Networks, Luminate Online, NationBuilder plus others, and email platforms such as Constant Contact and MailChimp plus others.
- Contribute positively to Grassriots culture while adhering to policies and norms outlined in employee handbook.
- Be amenable to critical feedback and maintain a willingness to explore new solutions to meet objectives.

Human skills:

- Our team members thrive in a deeply collaborative environment. We're low-ego, we have integrity and respect for others and adaptability regarding positions, decisions, recommendations, and directions. We're motivated, we're problem solvers, and we're empathetic while doing it. Lastly, we try to have an inclusive lens in our relationships with each other and with our clients.

Practical Skills:

- 5 - 7 years of experience working in digital advertising. Experience working with non-profit and charities an asset.
- Bachelor's degree or Diploma in Communications, Advertising, Marketing or a related field.
- Excellent cross-functional leadership, presentation, and communication skills; dynamic team player that can inspire clients and other team members.
- Strong proficiency in digital advertising platforms (Facebook, Twitter, YouTube, Google Ads, Instagram, and TikTok, etc...).
- Effective measurement frameworks for integrated digital programs.
- Passion for digital, keeping up with ongoing impacts within the industry (i.e. Cookie Deprecation, Privacy and Compliance changes, new formats and platforms etc.).

Digital Strategist

- Experience leading the strategy, planning and execution of digital campaigns; achieving client objectives.
- Experience in running social advertising campaigns in platform, understanding all metrics and how to measure success.
- Experience managing mid to large email marketing programs. Experience working with email deployment, automation, segmentation, and reporting considered an asset.
- Experience working with Luminate Online, Engaging Networks, Active Campaign considered an asset.
- Strong interpersonal abilities to effectively collaborate with all internal and external relationships, including vendors and agency partners.
- Superior project management and organizational abilities, with strong attention to detail. You enjoy working on multiple projects at the same time.
- Critical thinker. You see a problem or an opportunity to make something better and address it head-on, but also know when you might be getting in over your head and can ask for help.
- Information gathering skills: determine what is needed, gather the information, analyze, distill, and report back. Then execute.
- An excellent communicator: you can take in complex bodies of information, devise a strategy, and distill insights into a highly focused, client-facing documents that are easy to understand, great to look at, and actionable.
- An understanding of big picture fundraising and how digital fits in: direct response, offline channels including telemarketing and direct mail, advocacy, and organizing.

Benefits and perks:

- This is a full-time position.
- Networking and industry learning opportunities.
- The position would be located in our east end Toronto office. We all work from the office and are flexible about working from home/other locations with good wifi however during the period of COVID-19, we are working from home.
- To apply, email us at careers@grassriots.com with your CV and Cover letter. Only qualified respondents will be contacted.

Benefits

Summer Long-Weekends

In addition, you may take advantage of our Summer Long-Weekend policy, adding a day to each civic holiday weekend.

Progressive Values

We offer the opportunity to wake up every day knowing the work you do is helping make the world a better place.

Equal Opportunity

Grassriots is an equity-seeking organization. People who identify as being from marginalized communities, including women, Indigenous peoples, racialized people, people with disabilities, people identifying as LGBTQ2, and people from low income backgrounds are especially encouraged to apply.

The Best Clients

We work with some of the world's greatest clients: Doctors Without Borders, Amnesty International Canada, Environmental Defence Canada, Unicef, Ecojustice, Cystic Fibrosis Canada, Campaign for Tobacco-Free Kids, Nature Conservancy Canada, and more.