



Job Title: Content Developer

Status: Full-time

Location: Burlington, ON

Department: Marketing

This position manages marketing strategies as well as social media content, blogs, and web content. The Content Developer is responsible for the content marketing flow and execution for all campaigns run by the Marketing department.

Essential Duties and Responsibilities:

- Develop written content for digital and offline platforms for all relevant campaigns throughout the year
- Collaborate with the Graphic Designer and Media Production team to execute marketing strategy and campaigns
- Constantly review strategies and implement changes with the insights provided by the Digital Marketer to increase engagement
- Responsible for posting regularly on all social media platforms
- Develop content for reports and bi-weekly marketing emails
- Deliver engaging content on a regular basis to current and potential donors
- Maintaining a high SEO score by optimizing web content
- Update current and creating new webpages with relevant content on our website
- Write and edit engaging weekly blogs for the website
- Stay up to date with new technologies and marketing trends

Qualifications and Requirements:

- Completion of a university degree
- Marketing experience preferred
- Excellent written and verbal communication skills
- Multilingual/proficiency in French is an asset
- Proficient in MS Office, Wordpress or any other Content Management Software
- Editorial mindset with an ability to predict audience preferences
- Expertise in social media platforms
- Project management skills and attention to detail
- Should exhibit critical thinking skills, initiative, and be self-directed
- A written sample must be submitted with resume