

Trans World Radio Canada
Position Description



Title:
Marketing & Communications Assistant

Effective Date:
April 2024

Scope:

This full-time (40 hours/week) paid position is responsible for executing our print and digital media communication efforts to increase brand awareness, engage new contacts, and encourage our donors with what God is doing through TWR Canada. This includes posting content to our website and social media channels, sending email campaigns, coordinating print media and mass mailings to supporters, and contributing to new marketing strategies to promote the organization and its mission.

Reports To: Interim Marketing and Communications Manager

- Provides ongoing support to the President and the Fundraising and Donor Engagement Manager

Work Location: London, Ontario. This role includes in-office responsibilities, but a hybrid role is possible. Up to 2 in-office days/week will be required. Remote applications and candidates outside a reasonable commute will not be considered.

Responsibilities:

(Percentages are estimates only.)

Marketing Platform Support (Email, Social Media and Website) (50%)

The marketing and communications (marcom) assistant shares what God is doing through TWR Canada with potential and current supporters. They are responsible for executing all email and social media campaigns and supporting external marketing agencies. They will be responsible for design and delivery of all emails, posting content to websites and social media channels, and monitoring and responding to online interactions. They will also keep the design fresh, while maintaining brand standards across our own and external sites.

Primary Responsibilities:

- Prepare, send for review, and schedule weekly and monthly marketing communications and prayer emails.
- Contribute to annual plans and strategies for social media and our website(s), and prepare and post approved content to Facebook, Instagram and the twr.ca website according to the annual plan.
- Regularly monitor and update TWR Canada's online presence on other charity listing websites (such as CanadaHelps, GiveConfidently.ca, etc.).
- Maintain up-to-date and clean lists in our email marketing software (Constant Contact), and maintain targeted lists in our donor management software (DonorPerfect).
- Monitor, respond to questions and interact with comments generated on social media platforms. This includes praying with and for our audience, and sharing appropriate prayer requests with staff.
- Assist the department with strategy and execution for digital campaigns.

Direct Mail Support (20%)

The marcom assistant is responsible for printing and mailing various communications materials, and scheduling and managing volunteers.

Primary Responsibilities

- Export lists, and merge and print approved content, envelopes and inserts for appeals, newsletters, catalogues,

ministry tour invitations, prayer lists and other communications pieces as required.

- Manage, schedule and provide oversight for volunteers to accurately prepare and assemble the communications materials for mailing.
- Prepare appropriate Canada Post documentation and delivery to warehouse for all mailings.

Donor Engagement & Marketing Support (20%)

The marcom assistant will support the marketing and fundraising teams with donor letters and acknowledgements, and assisting with donor engagement and acquisition campaigns.

- Write and/or send personal correspondence to donors for events such as welcoming, thanks and appreciation, sympathy, recognition of memorial and honour gifts and other occasions as requested. Sharing Bible verses and praying for donors is encouraged.
- Prepare and mail out the response materials arising from requests for literature or ministry resources.
- Distribute thank you letters for donor gifts, appeals and ministry tour donations.
- Assist with donor engagement and acquisition campaigns as they occur.

Strategy, Reporting and Other/General (10%)

The assistant will provide general support to the team, and contribute to team and organizational goals through ideas, planning and implementation, and provide a written analytics summary of social media, website, email and direct mail engagement to leadership monthly and annually.

Primary Responsibilities:

- Manage the department's use of a project management system (Wrike.com) to ensure team awareness of upcoming deadlines and related responsibilities.
- Maintain an appropriate inventory of marketing and promotional pieces and related supplies.
- Attend and contribute to departmental, cross-departmental, and organization-wide meetings, recording minutes and action items when requested.
- Compile and analyze campaign statistics monthly and annually, making recommendations to the manager for improving engagement via social media, website, email and direct mail.
- All staff are required to join our daily staff prayer and devotions time and are encouraged to lead these sessions as they are comfortable.

Since no job description can encompass all duties that may be required, we expect all TWR Canada team members to carry out other responsibilities from time to time that are broadly consistent with those listed in their position description.

Core Competencies & Qualifications:

- Has solid commitment to TWR's mission statement, doctrinal position, and code of conduct.
- Respected by peers regarding personal integrity and spiritual walk with God.
- Passionate about world missions.
- Able to communicate the organization's values, direction, and impact passionately and positively.
- Previous experience in a marketing role for a charity or Christian ministry strongly desired.
- Excellent organizational skills and ability to attend to details with high accuracy.
- Design skills an asset (PowerPoint, Adobe Suite, Canva)
- Familiarity with social networking, website content management and marketing/communications.
- Has a positive and creative attitude to problem-solving.
- Able to work with minimal supervision.

The following are considered to be bona fide occupational requirements of this position.

- Faith: as TWR Canada is a faith-based organization working primarily with Christians and those promoting the Christian faith, the person who holds this position must possess a sincere and enduring Christian faith that

aligns with our organization's faith statement. They must be regular attendees of a local Christian community. Annual signing of the statement of faith is required to remain in this position.

- A Christian Lifestyle: for similar reasons as above, the individual must have a lifestyle consistent with biblical Christianity, actively abstaining from sinful or shameful behaviour including, but not necessarily limited to, theft, lying, greed, idolatry, violence, rage, fraud, slander, gossip, lawbreaking, drunkenness, divisiveness, and sexual immorality. Annual signing of the Lifestyle statement is required to remain in this position.
-

The Organization:

TWR Canada was founded in 1973 and together with international partners, local churches and other ministries, TWR provides relevant Christian programming, discipleship resources and dedicated workers to spread the message of Jesus Christ to individuals and communities around the globe. Whether using high-powered radio to reach people in the Middle East and Latin America, streaming content to Internet users in Asia and Europe or visiting face-to-face with listeners in Africa, TWR leaves a lasting spiritual footprint.

TWR Canada has a staff of more than 25 part-time and full-time employees across Canada, with the majority based in our London Ontario head office. In addition, many overseas missionaries and volunteers perform valuable work in the office, across the country, and on the mission field.