



Job Posting: Marketing Assistant

Position:	Marketing Assistant
Hours:	35 hours per week
Contract type:	Temporary Full-time, contract ending March 31, 2025
Start date:	As soon as possible, December 2024
Location:	Remote, Canada-Wide
Applications open:	Tuesday, November 26, 2024
Closing date:	The deadline for applications to be submitted is Sunday, December 8, 2024, at 11:59pm EDT.
Compensation:	\$22/hour + \$50/month mobile stipend + \$40/month internet stipend
Benefits:	None
Vacation:	4% vacation paid out each pay period
Application method:	Resume + completion of questions. See instructions below.

About Fora

Launched in 2009, and operating as G(irls)20 from 2009 - 2021, [Fora: Network for Change](https://www.foranetwork.org) has been delivering programs and opportunities for young changemakers experiencing gender-based discrimination and working to make decision-making spaces more inclusive and equitable. Through renowned leadership, advocacy, and community-building programs, we help gender-marginalized youth gain new skills, confidence, networks, and opportunities to build gender equity movements, advance in their careers, and change the status quo. Learn more at <https://www.foranetwork.org>.

Working at Fora

We are a collaborative team committed to creating opportunities for young women and gender-marginalized young leaders to get a seat at decision-making tables and have their voices heard, whether it be in business, politics, or social change. We provide high quality programming and work closely with program alums to constantly improve program design. As an organization, we are working toward making stronger connections to an intersectional and 2SLGBTQIA+ feminist movement and evolve our programming and staffing in this direction. Fora has an all-hands-on-deck attitude and there is no task

too big or too small that staff may do. We work hard and have fun! This is an exciting time to join a growing organization, with the ability to have your own imprint on the future of the organization.

Fora is committed to equitable representation and access. Candidates from Black, Indigenous, racialized, 2SLGBTQIA+, newcomer, refugee, and other underserved communities are encouraged to self-identify in your application. To learn more about Fora's continued learning and commitment to equity, please see our 2020 [Equity Strategy](#) and 2021-2022 [Equity Report](#).

We offer flexible hours and recognize that care work, health and mental health must be respected in order to have an effective team. While working from home, a monthly stipend to cover Wi-Fi expenses is made available to staff.

Position Summary

Fora: Network for Change is seeking a Marketing Assistant to support the execution of our digital advertising and email marketing strategies. This role is instrumental in enhancing our reach, engagement, and impact by ensuring our communications effectively reflect Fora's mission of advancing gender equity and empowering young leaders facing systemic barriers. Reporting to the Communications Manager, the Marketing Assistant will help implement paid advertising campaigns across platforms like Meta and LinkedIn, and set up email marketing funnels that foster meaningful connections with our diverse audience.

This position is ideal for someone with some experience in digital marketing who is eager to further develop and expand their skills in a supportive and mission-driven environment. The successful candidate will bring foundational expertise in digital advertising and email marketing, a commitment to inclusive communications, and a proactive approach to collaboration and learning.

The primary responsibilities of the Marketing Assistant will include:

Marketing & Advertising (80%)

- Support in the execution and optimization process for paid advertising campaigns on platforms such as Meta (Facebook and Instagram) and LinkedIn, including creating ad sets, testing, and performance tracking.
- Support with the setting up of email marketing campaigns, including setting up automated funnels, sequences, and personalized messaging.
- Support the communications coordinator and communications manager in implementation of digital marketing strategies
- Assist in the creation of on-brand marketing copy and visual content to support engagement and conversions.
- Use analytics tools, such as Google Analytics, social media insights, and email marketing software, to measure and report on campaign performance, and identify opportunities for improvement.

- Support search engine optimization (SEO) strategies to increase traffic to Fora's website.
- Develop promotional materials and execute marketing campaigns to boost event registrations, attendance, and overall engagement.
- Continuously monitor metrics to optimize digital advertising and email marketing efforts in alignment with organizational goals.

General Communications Support (20%)

- Assist with the creation of on-brand visual assets for digital communications, including social media, newsletters, and other platforms.
- Contribute to the content development of Fora's communications calendar, ensuring alignment with key initiatives and strategic objectives.
- Support social media content by crafting posts and scheduling content that amplifies Fora's mission and programs.
- Assist with updating and maintaining Fora's website (hosted on Squarespace) to ensure functionality, accessibility, and optimization.
- Assist in the creation of communications materials for external communication efforts, including media releases, PR opportunities, and other campaigns as needed.

Work Requirements

- Must be legally able to work in Canada.
- Ability to work remotely with a dedicated workspace and stable internet connection.
- Ability to work flexible hours on occasion.

Education & Certifications

- Post Secondary degree or Certification in Communications, Social Media Management and/or Marketing, (or relevant field) an asset.
- A combination of lived experience and non-academic credentials is also valued.

Knowledge & Experience:

- Proficiency in digital marketing tools and platforms: Experience with Meta Ads Manager and LinkedIn Campaign Manager is essential; familiarity with Google Ads is an asset.
- Email marketing expertise: Knowledge of email marketing platforms such as Mailchimp, Flodesk, or similar, including the ability to set up automated email funnels and sequences.
- Marketing and petition software experience: experience with tools and software such as Zapier, Salesforce, Qomon or similar an asset.
- Experience with digital content creation: Competence in tools like Canva for creating on-brand, compelling visual assets.
- Relevant experience: One (1) to three (3) years of experience in digital marketing, advertising, or related fields, with a focus on campaign implementation and analytics.

- Strong analytical skills: Familiarity with analytics platforms such as Google Analytics, social media insights, and email campaign metrics, with the ability to interpret data and optimize campaigns based on results.
- Project management and time management skills: Proven ability to multitask, prioritize workload, and meet deadlines in a fast-paced environment.
- Problem-solving mindset: Solutions-oriented approach to addressing day-to-day challenges, whether technical, logistical, or interpersonal.
- Collaborative and proactive work style: Ability to work independently while effectively collaborating with a team.
- Language skills: Proficiency in English is required; additional proficiency in French is an asset.

Core Competencies:

- Commitment to feminist values and understanding of how intersectionality contributes to different lived experiences of various stakeholders.
- Strong understanding of gender-inclusive language and inclusive language practices, and accessibility within communications
- High collaborative skills with experience in contributing to virtual teams.
- Strong commitment to equity, diversity, and inclusion.

Application: Please upload your application (resume and answers to questions) using this form:

<https://airtable.com/appcwuN5ts8QExd6M/shrocC79EQjK5L6ys>

The deadline for applications to be submitted is 11:59 PM, Sunday, December 8, 2024, Eastern Daylight Time.

If you have any enquiries that are not covered in this job description, please email Communications Manager, Jenny Jay at jenny.jay@foranetwork.org.

For applicants with disabilities, we provide accommodations throughout the recruitment, selection and/or assessment process. If selected to participate in the recruitment, selection and/or assessment process, please inform Fora of the nature of any accommodation(s) that you may require in respect of any materials or processes used to ensure your equal participation. All personal information is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act.