

## Web and Digital Coordinator

**Location:** The World Animal Protection Canada office is located in Toronto, ON. Hybrid or fully remote working is available for this position.

**Position type:** Permanent

**Closing date:** We will review applications on a weekly basis. This role will remain posted until the vacancy is filled.



### **Web and Digital Coordinator – The Role**

World Animal Protection is a global animal welfare organization, working in over 50 countries around the world. Our vision is a world where animals live free from cruelty and suffering.

We are seeking a talented and collaborative individual to join our Communications team as we work to move the world to protect animals.

World Animal Protection Canada is seeking a Web and Digital Coordinator. Reporting to the Digital Marketing Manager, the Web Coordinator will help maintain the organization's website and create inspiring digital content in both English and French.

The job holder will support strategies for improving SEO, user engagement, and move new and existing supporters to contribute to fundraising and advocacy actions.

### **Web and Digital Coordinator – Main duties and responsibilities**

- Maintain the World Animal Protection Canada English and French Drupal websites, making updates, building and translating new web pages and sourcing new material for web stories.
- Recommend enhancements to improve the Drupal website's performance and user experience with a focus on mobile, SEO, engagement, and increasing conversion rates.
- Support the maintenance of our Engaging Networks system.
- Help maintain the paid search, Google grants and display advertisement programs.
- Collaboratively develop content for the monthly eNewsletter.
- Support advocacy email activities, develop content, build lists and emails and support strategies to engage action takers further in the engagement funnel.
- Support the integrated digital tracking system and the data storage strategy.
- Monitor, analyze and provide reports on the performance of World Animal Protection Canada's web assets.

### **Web and Digital Coordinator - Qualifications and experience**

- Knowledge of Drupal CMS

- Knowledge and experience of HTML
- Ability to write engaging and compelling web and email content that leads to actions like petition signatures and pledges
- Experience creating content that acquires new email leads
- Experience with graphic design applications like Adobe Creative Cloud
- Experience with email marketing systems (e.g. Engaging Networks)
- Experience reading and analyzing web and email reports
- Strong understanding of SEO, Website Navigation and Hierarchy, Webpage Building and Metadata
- Strong understanding of the digital marketing funnel, and knowledge of newer models like the flywheel is a benefit
- Must be comfortable working with diverse teams and have a positive, proactive and collaborative approach
- French language skills an asset
- Knowledge of animal welfare issues, conservation or environmental issues an asset
- Experience working in an NGO or charity environment an asset

World Animal Protection is working towards building a diverse, equitable and inclusive workforce and encourage applicants from equity-deserving groups (Indigenous, Black, people of colour, persons with a disability, and 2SLGBTQIA+).

At World Animal Protection we recruit with our values and behaviours in mind. Please bear this in mind through your application journey. These are:

**Global:** We make decisions and act with a global mindset

**Diverse and Inclusive:** We actively encourage and promote diversity, ensure all voices are heard and included and are committed to equal opportunities for all

**Collaborative:** We work together and co-create to achieve lasting change

**Agile:** We make change happen in a fast-moving world

**Growing People:** We continually learn and develop

**Accountable:** We are role models. We take responsibility for our actions and encourage others to do the same.

**Courageous:** We push boundaries, take risks and set ambitious targets

Applications will be accepted on a rolling basis until the role is filled.

You will be asked to submit your resume and a cover letter with your application.

[Click here to apply through our job portal.](#)

[worldanimalprotection.ca](http://worldanimalprotection.ca)

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World Animal Protection is the operating name of World Society for the Protection of Animals Canada. Charitable Registration # 12971 9076 RR0001