



November 2020

Position Title: Sr. Bilingual Marketing Manager

Duration: Full Time

Reports to: Creative Director

About Earth Rangers:

Environmental education at a young age plays a critical role in influencing lifelong attitudes towards our natural world. But we can't just equip children with knowledge—to create long term behavioral change, we must empower them with the ability to act on that knowledge. Preparing the next generation to be conservationists is some of the most important work that any of us can do, and the time to do it is now.

Earth Rangers is the kids' conservation organization, committed to instilling environmental knowledge, positivity, and the confidence to take action in every child in Canada. We do this through a suite of programming that children can participate in at school, at home, and in their communities. All of these programs are educational and engaging—but more importantly, they show children that it's not too late to help the planet, and the things we do today will matter tomorrow.

Founded as a small community organization in 2004, Earth Rangers has grown to be the largest youth environmental organization globally; a homegrown, Canadian success story. Our more than 200,000 members take action year-round to reduce waste and energy use, raise awareness and funds for at-risk species and habitats, and improve the ecological integrity of their homes, schools, and communities.

Job Summary:

Develop strategic marketing plans and oversee the implementation and execution of the various efforts associated with the delivery of both member and parent facing content in French and English.

The Éco-Héros platform has provided Franco-Canadian kids the opportunity to join and participate for many years, but we currently have a proportionally smaller membership base in Quebec and Francophone minority communities across Canada than in English speaking markets. With the launch of our French App we are hoping to vastly grow our Francophone reach and membership, which this position will play a critical role in.

Responsibilities

Marketing and Content

- Spearhead successful marketing campaigns and promotions from ideation to execution
- Develop strategies and tactics to expand our reach in Quebec and other French markets
- Develop digital advertising strategies and tactics in conjunction with third party vendors and the internal marketing committee
- Analyze and assess the performance of digital campaigns and social media channels and compare with best practices and trends
- Work with program managers to adapt various content, including articles for our kids' blog, Missions, conservation projects, email communications/updates, and other marketing materials for a French audience
- Work with designers to create assets for use in marketing and program materials
- Create and update content for Earth Rangers' corporate websites www.earthrangers.org and <http://www.ecoheros.org/>
- Collaborate with the creative team to generate unique ideas and produce engaging content for social media channels to help elevate the Earth Rangers brand and support Earth Rangers initiatives
- Create and manage content for the Wild Wire blog and social media channels in collaboration with the development team, external stakeholders and program managers

Community Management

- Manage the online community for the French children's website and app to encourage relevant discussions on the blog and social media posts
- Support bilingual customer service representative when issues arise and provide back-up support during busy periods

French Language Support

- Provide basic Quality Assurance for the French kid's app and for the French corporate website
- Provide short translations when quick turnaround is needed and manage relationships with 3rd party translation services

QUALIFICATIONS

- **Must be completely fluent in French and English (written and spoken)**
- College diploma or University degree in marketing or related field
- 5+ years of experience in a marketing position
- Excellent writing skills in both French and English

- Understanding of the Quebec marketing and advertising landscapes
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Ability to manage projects, from concept through production and to launch
- Knowledge of website and app analytics tools
- Basic design skills to mockup creative pieces
- Highly organized, ability to multi-task, prioritize, with exceptional time management skills including the ability to handle projects with changing priorities
- Professional on-the-spot communication skills, good judgment and decision making skills with the ability to remain calm in stressful situations
- Knowledge of social media best practices for businesses is an asset
- Knowledge of Wordpress or other blogging platforms is an asset
- Knowledge of children's online safety best practices, specifically the Children's Online Privacy Protection Act (COPPA) an asset
- Experience in setting up and optimizing Google AdWords campaigns is an asset
- Note: This position has the option for remote work

Interested applicants please forward your resume and cover letter to hr@earthrangers.com

Earth Rangers is dedicated to fostering a diverse work environment. We will consider all qualified applicants for employment. Applicants that meet the qualifications will be contacted for an interview.

Earth Rangers is committed to accommodating applicants and employees with disabilities. Should you require accommodation or this job description to be available in an accessible format, please advise.