



Join Us in Transforming Lives Around the World!

Marketing & Communications Manager

Location: Greater Toronto Area (Markham office) or Remote within Canada

Salary Range: \$75,000 - \$90,000

Benefits: Comprehensive benefits plan, matching RRSP, and more!

Position Type: Full-time

Tearfund Canada is on a mission to change the world.

At Tearfund Canada, we believe that poverty is more than just a lack of material resources—it's a brokenness that affects individuals in every aspect of life: socially, spiritually, and economically. We are committed to **empowering local churches** around the globe to **restore these broken relationships** and see individuals and communities transformed.

We need YOU!

Are you passionate about using your marketing and communications expertise to **tell life-changing stories**? Are you excited about **creating impactful campaigns** that not only raise awareness but also **drive real change**? If you're **strategic, creative, and deeply aligned with the values of Christian faith and social justice**, we want to hear from you!

As our **Marketing & Communications Manager**, you'll be a driving force behind Tearfund Canada's efforts to **inspire generosity, share stories of transformation, and help us reach new donors** who will walk alongside us in our mission. You'll oversee the development and execution of campaigns, ensuring that every message we send reflects our values and furthers our mission.

Here's a Snapshot of Your Role:

- **Leadership & Strategy (20%):** Contribute to the development of a creative, results-driven marketing strategy. Measure the success of your efforts and adjust to keep us on track toward achieving our 2025-2028 goals.
- **Marketing & Brand Awareness (20%):** Shape the way Tearfund is seen around the world! You'll work on everything from newsletters to media releases, ensuring that our messaging is clear, compelling, and consistent.
- **Marketing for Fundraising & Donor Engagement (50%):** Partner with our fundraising team to design and execute marketing campaigns that inspire donations and deepen our relationships with supporters. You'll create compelling stories and content that show how donors' support is making a real difference in the lives of those who need it most. mission.
- **Financial Management & Organization (10%):** Help us manage the budget for marketing & communications, ensuring every dollar is spent wisely to support our

What We're Looking for:

- **Proven Experience:** You've spent 7+ years honing your marketing and communications skills, ideally in a non-profit or mission-driven environment. You're a campaign expert and have a deep understanding of both digital and print marketing.
- **A Heart for Mission:** You're passionate about poverty alleviation, food security, and social justice. You're committed to Tearfund's mission to empower communities in the Global South and restore lives.
- **Faith-Driven:** Above all, you're deeply aligned with Tearfund's Christian mission, passionate about seeing lives transformed through the power of faith.
- **Creative & Strategic:** You're innovative and adaptable. You think on your feet, love problem-solving, and aren't afraid to try new things to get results.
- **Tech-Savvy:** You're a pro with digital marketing platforms, including social media, email marketing, SEO/SEM, and CRMs (think Raiser's Edge, Salesforce).
- **Strong Communicator:** Whether it's written content, video storytelling, or social media posts, you know how to craft messages that resonate and inspire action.

Why Tearfund Canada?

- **Purpose-Driven Work:** Your work will have a direct, meaningful impact on individuals and communities around the world.
- **Collaborative Team:** We're a close-knit team that values creativity, innovation, and mutual respect.
- **Comprehensive Benefits:** From a competitive salary to an amazing benefits plan and RRSP matching, we've got you covered.
- **Flexible Work Options:** Based in the Greater Toronto Area? Great! But we're also open to remote applicants within Canada.

Are you ready to make a lasting difference?

We'd love to hear from you! Please send your resume and cover letter to hr@tearfund.ca by **May 30, 2025**. Your cover letter should include:

- A brief overview of your education and experience.
- How you'd integrate your faith into this role and your alignment with Tearfund's mission and values.
- Your approach to successfully raising funds through creative marketing strategies.

Please note: Only those selected for an interview will be contacted. We look forward to reviewing your application!

Tearfund Canada is committed to diversity and inclusion in the workplace. Accommodations are available for candidates taking part in all aspects of the selection process.

This is your chance to use your skills for good! Ready to tell stories that change lives? Apply now.



Marketing & Communications Manager

POSITION DESCRIPTION

Title: Manager- Marketing and Communications

Reporting: Director of Philanthropy

Supervision: Graphic Designer

Position Type: Full-time

Salary Range: \$75-90k

Benefits: Comprehensive benefits plan and matching RRSP

Environment: Preference will be given to applicants in the Greater Toronto area, within commuting distance of the Markham office. Remote applicants currently residing within Canada will be considered.

Travel requirements: Approximately 30 to 40 days away from home annually

POSITION OVERVIEW

Tearfund Canada desires to see all people freed from poverty, living transformed lives, and reaching their God-given potential. We believe that poverty is more than physical; it is spiritual. In partnership with the local church, our programs aim to mend the four broken relationships at the root of poverty to bring restoration to those living in poverty and need.

The Manager of Marketing & Communications plays a key role in telling impactful stories of transformation from the Global South, leading campaigns that inspire generosity and drive donor engagement. This individual is strategic, creative, skilled in ethical AI use, and excels in both digital and print communications. They oversee brand consistency across all platforms, support church and fundraising teams, and support the organization's overall strategic leadership, all while deeply valuing faith, the church, and families affected by poverty.

Position Goals:

- To implement and achieve the marketing goals as outlined in Tearfund Canada's 2025-2028 strategic plan.
- To maintain brand adherence and consistency across the organization
- To assist in growing the donor base through top-of-the-funnel campaigns
- To assist in fundraising by supporting the fundraising team
- To tell the story of Tearfund to current and prospective donors and invite them to join in God's mission around the world

KEY PERFORMANCE AREAS

The Manager - Marketing and Communications is responsible for the administration of the following:

Leadership and Strategy (20%)

- Support the development and implementation of an effective marketing and fundraising strategy and implementation plan for Tearfund

- Measure the effectiveness and efficiency of marketing and communications activities and propose subsequent adjustments to activities
- Manage a small team of staff and engage productively with external contractors
- Support the Senior Management Team when requested
- Actively support the Director of Philanthropy with the Tearfund Family Marketing Committee and CFGB Marketing Group
- Prepare and present department reports as needed
- Connect with partner networks, comparable organizations, and local partner organizations for peer learning, strategic input, and opportunities for collaborative projects
- Create and manage press releases and crisis communications as and when required

Marketing and Brand Awareness (20%)

- Reinforce a consistent brand message through visually appealing materials to support and promote the programs and initiatives of Tearfund (newsletters, major donor updates, program updates, fundraising appeals, event promotions, program brochures, proposals, videos, promotional items, etc)
- Enhance Tearfund's image by building brand awareness through refined Tearfund communications: advertising, media releases, interviews on varied media venues, events and online
- Position Tearfund as an innovative market leader in the international relief and development sector through the local church in the Global South

Marketing as Fundraising and Donor Engagement (50%)

Utilize your expertise to:

- Contribute to and support the design, and development of an integrated annual campaign utilizing print and digital to raise significant funds as defined according to the strategic plan and annual goals
- Support the growth of Tearfund's top-of-the-funnel lead generation and acquisition of new donors
- Create storytelling marketing materials as excellent communication pieces that share the impact of Tearfund through written, video, and digital mediums
- Create and conduct impactful social media and advocacy campaigns to increase donor engagement
- Work with the fundraising team to increase the lifetime value of donors through stewardship strategies and communications.
- Support the fundraising and church teams on fundraising projects and campaigns, including Tearfund Sunday campaigns, Amaze Days, Giving Tuesday, and others according to the annual plan
- Take the lead on emergency appeals by working with the program and fundraising teams.
- Maintain an excellent online presence by ensuring that Tearfund's website is up-to-date and optimally functional.

Financial management & Organization (10%)

- Be responsible for creating and managing the organization's Marketing & Communications budget
- Be an active member of the Tearfund Fundraising Team
- Provide leadership, coordination and assistance, as requested, at various significant organizational events
- Continue to grow through professional development opportunities
- Provide spiritual leadership to the organization, protecting it against mission drift
- Participate in regular staff meetings and devotions
- Complete other duties as assigned

QUALIFICATIONS, COMPETENCIES, & VALUES

- **Proven Experience.** 7+ years' successful experience in marketing and communications, ideally in a non-profit or social impact environment. Expertise in campaign development (annual, digital, direct mail, events-based), brand strategy, and donor experience design.
- **Passion.** You are fully aligned with the Mission, Vision, and Core Values of Tearfund Canada. You have concern for and interest in poverty, food security, and social justice issues.
- **Evidence-Based Decision Making/Problem-Solving.** Able to draw insightful conclusions from information, create plans informed by data and experience, and assess situations to determine importance, urgency, and risks.
- **Organization/Project Management.** Determine strategies to move projects forward, set goals, focus on priorities, and create and implement action plans. You must document, evaluate, seek to learn, and seek clarification when unsure of expectations. Strong project management skills to plan, execute, and deliver marketing and communication campaigns on time and within budget.
- **Communication.** Speak, listen, and write in a clear, confident, brief, but thorough manner. Exceptional verbal and written communication skills in crafting compelling and persuasive content that inspire audiences toward action.
- **Innovative and Adaptable.** You are able to think on your feet and adapt plans and strategies as external realities change. You don't wait until being told what to do, you evaluate what needs to be done and create a plan of action.
- **Technical Prowess.** Tearfund Canada is a cloud-based organization. Digital proficiency is required. Experience with Microsoft Office, G Suite, perform pivot tables, and merge documents is required. Experience with customer relationship management softwares (Raiser's Edge, Salesforce, etc...) web-based fundraising tools (Online Express, Shopify, AKA Raisin, etc...), and marketing platforms (Hootsuite, Later, Meta Business Suite, etc..) are required. Strong understanding of digital solutions—social media, web, SEO/SEM, analytics, email marketing, and lead generation is required.
- **Relationship Building.** High degree of emotional intelligence. Patience with a high volume of requests and able to maintain a professional demeanour with all people. Excellent interpersonal skills that support organisational health, great teams, and positive stakeholder engagement.
- **Faith Walk.** You love Jesus and love his local church. You seek to make his name great and honour him in all you do. All staff within Tearfund Canada require the willingness to share in times of Biblical reflection and prayer. You must be willing to sign Tearfund Canada's Statement of Faith and have an active participation in a Christian church.

APPLICATION

To apply, please email us your cover letter and resume to hr@tearfund.ca. Your cover letter should include a description of:

1. Overview of related education and experience.
2. How you would integrate faith with this role and how you align with Tearfund's vision, mission, and values.
3. Your approach to successfully raise funds through effective marketing and communications to help Tearfund Canada fulfill its vision.

Applications will be accepted until May 30th, 2025.

Offers of employment will be conditional upon the successful completion of reference checks and a police background check. Qualified candidates must be able to demonstrate a commitment to the core values and Christian mission of Tearfund Canada.

Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank all applicants for applying, however will only reply to those selected for interviews. *No phone calls please.*