



Job Title

Interim Digital Unit Senior Manager

Impact Statement

The Digital Unit Senior Manager leads the Digital Unit and is responsible for the overall coherence of MSF Canada digital strategies and digital content production to support the goals of the Communications, Fundraising, Humanitarian Affairs and Human Resources Departments in their public-facing digital activities. This includes identifying integration opportunities between distinct tactics (e.g., email and social media, web and social media, etc.) to ensure overall brand coherence, as well as between the digital strategies of distinct departments to present MSF's digital communications with a clear and aligned narrative. Reporting to the Director of the Communications, the Digital Unit Senior Manager manages the two Managers responsible for different activities within the Digital Unit Digital Marketing and Digital Creative Content; as well as dotted line management of the Digital Fundraising Manager; providing overall guidance, direction, talent acquisition, budgetary oversight, and support. In overseeing MSF Canada's overall digital strategy, the Digital Unit Senior Manager also facilitates learning opportunities for Digital Unit team members – including Managers, Officers and Coordinators – as well as relevant staff in other departments to stay up to date on the latest digital trends, tools and opportunities so that MSF Canada remains competitive in a evolving digital media landscape.

About the Department

MSF Canada's Communications Department is responsible for achieving brand visibility by disseminating information about MSF across mass media, including press, web, and social media platforms. Increasingly, the Communications Department seeks to not only broadcast information, but to engage audiences in ongoing narratives related to humanitarian issues, current events, operational transparency, and organizational accountability. The Communications Department disseminates stories about returned field workers, as well as news stories, photos and videos from the more than 70 countries where MSF works.

The MSF Canada digital unit is responsible for all aspects of MSF Canada's public-facing digital presence, including supporting digital fundraising initiatives, managing the organization's public-facing digital platforms and content, and producing and disseminating creating audio-visual content. The team sits within the Communications Department and closely collaborates with fundraising, human resources, advocacy and other MSF Canada departments, helping them deliver transformative digital plans. This includes working with fundraising acquisition campaigns, human resources on recruitment campaigns for specific staff for international projects, and digital communications as major news stories break.

Key Responsibilities

- Oversee MSF Canada's digital strategy for fundraising, communications, human resources and Humanitarian Affairs and ensure coherence in activities and tactics.

- **Digital Strategy Coordination and Coherence:** Maintain oversight on digital strategies and tactics employed by different MSF Canada business units (Communications, Fundraising, Humanitarian Affairs, International Recruitment) to identify opportunities to reduce duplication and enhance coherence and integration in our overall digital presence
- **Digital Project Management for Integrated Campaigns:** Serve as a project management co-lead for integrated fundraising and communications campaigns
- **Advanced Digital Analysis:** Support and lead Digital Unit Managers to translate multiple digital marketing service requests from various teams into concrete project management plans, utilizing Asana (project management tool)
- **Digital Unit Leadership and Supervision:** Lead the Digital Unit, including by directly supervising and supporting the Digital Fundraising Manager, Digital Marketing Manager, and Digital Content Manager, ensuring they are collectively supporting their teams to achieve the Digital Unit annual plan (objectives, activities, budget, implementation, evaluation) to fulfill departmental & organizational goals.

Job-Specific Responsibilities

Digital Strategy Coordination and Coherence

- Provide digital strategy counsel on recommended digital tactics (e.g., paid digital advertising, email marketing, social media strategy, web strategy, etc.) to achieve the articulated marketing objectives from multiple MSF Canada business units (Communications, Fundraising, Humanitarian Affairs, International Recruitment), based on past performance
- Maintain oversight on digital strategies and tactics employed by different MSF Canada business units (Communications, Fundraising, Humanitarian Affairs, International Recruitment) to identify opportunities to reduce duplication and enhance coherence and improved integration in our overall digital presence
- Collaborate with the Director of Communications to deliver a coherent vision for MSF Canada's digital content and marketing
- Develop the digital unit annual plan (objectives, activities, budget, implementation, evaluation) to fulfill cross-departmental & organisational goals
- Ensure the data protection across all MSF Canada online channels
- Review and support analytics and reports to identify opportunities, develop priorities and inform strategic decisions for digital strategies
- Develop a strategy to respond to digital opportunities and threats, ensuring that plans and people are in place
- Support the Digital Fundraising Manager, Digital Marketing Manager and Digital Content Manager to ensure coherence in all online acquisition, awareness and engagement strategies for fundraising, HR and communications
- Manage and participate in an out-of-hours rota to ensure MSF's digital presence during emergencies, weekends and holidays

Digital Project Management of Integrated Campaigns

- Co-lead project management for integrated fundraising and communications campaigns with a strong multi-tactic digital component by supporting the build-out workback plans on Asana
- Review tactic-specific digital strategies developed by the various Digital Unit sub-teams with an eye toward improving coherence and optimizing strategies to best meet revenue results, based on past performance and data
- Ensure workback plans adequately capture the time and capacity required for each digital tactic, while also removing burdensome bottlenecks and improving efficiency where needed
- Support digital managers in weekly analytics reporting during integrated campaigns, offering suggestions for course corrections to improve results where needed

Digital Analysis

- Lead the analysis and reporting of online strategy, campaigns and the MSF Canada websites to ensure that set objectives, targets and return on investments are being met; implement and advise changes if not. Report to internal and external stakeholders, partners, management and international colleagues
- Identify opportunities across all digital marketing channels and platforms, identifying options that can target new audiences, increase income and deliver strong return on investments from individual and regular donations
- Keep up to date with industry innovation and development, testing new channels, content and messaging, where possible, to ensure that the correct mix is implemented - keep up to date with developments and trends in digital / digital marketing / fundraising / non-profit sector

Digital Unit Supervision & Leadership

- Lead the Digital Unit (10-12 staff) and directly supervise the two Digital Unit Managers (Digital Marketing Manager and Digital Content Manager) to achieve their goals, establishing trust, respect, recognition and mutual accountability in a high performance, collaborative environment
- Oversee the talent management of the digital unit team, including identification of HR needs, recruitment, performance management, training and development in collaboration with the HR department
- Alongside the Director of Communications, represent the needs of the Digital Unit in MSF Canada's Management Team Plus (MT+) meetings and forums
- Lead by example, inspire and motivate others, and foster a work environment founded on our core values of humanity, integrity and results

Core Competencies

- **Initiative and Innovation;** Proficiency Level 4: Promotes an innovation culture for MSF
- **Service Orientation;** Proficiency Level 4: Seeks long-term benefits for clients
- **Results and Quality Orientation;** Proficiency Level 4: Improves performance and sets ambitious and realistic goals
- **Behavioural flexibility;** Proficiency level 4: Develops actions to promote the best response to the needs of MSF
- **Cross-cultural Awareness;** Proficiency Level 4: Develops actions which stimulate integrating behaviours
- **A Commitment to MSF's Principles;** Proficient Level 1: Acts towards the fulfilment of MSF's Social Mission

Knowledge and Experience

- Leadership experience in digital communications/communications management/website management/ or an appropriate combination of training and progressive work experience
- Minimum of 7 years progressive experience managing complex digital projects including experience managing external contractors, developing and implementing digital fundraising and/or marketing strategies and campaigns
- 3-5 years' experience in people management roles with cross functional teams, and demonstrated ability to develop team members and manage large, complex budgets
- Experience managing Managers
- Experience in digital social engagement, online campaign development and implementation, online collaboration, digital acquisition campaigns, and an understanding of donors' journeys.
- Experienced in strategies of SEO and SEM optimization
- Working knowledge of GDPR, PIPEDA, CASL and major developments in data privacy regulations
- Excellent project management and prioritisation skills with the ability to negotiate multiple/competing demands with minimal supervision, limited resources and in a fast-paced environment

- Demonstrable interest in emerging trends and innovations in digital communications technology and practice.
- Sophisticated digital analytics skills, with ability to translate digital results into concrete tactical recommendations or course corrections for digital campaigns
- Proven and solid understanding of online testing, research and development approaches and platforms.
- Intercultural flexibility and sensitivity
- Excellent interpersonal and relationship management skills
- Knowledge of Canadian data privacy regulations relevant to digital marketing, and potential remarketing strategies in a changing data privacy regulatory environment

Education, Certifications and Languages

- English fluency required
- Professional proficiency in French very desirable (spoken and written)
- Proficiency with Asana or comparable project management tool very desirable
- Project Management Professional (PMP) certification desirable

Working Conditions

- Work is generally carried out during the day, Monday to Friday (9:00 a.m. to 5:00 p.m.), some weekends and evenings may be required; flexible work hours may be available, requiring approval from manager/director
- Hybrid work model with mandatory requirement of 40% in-office presence, in Toronto or Montreal office.
- When working from home, employees are required to have their own workspace, access to internet, and phone
- The office environment is open concept and workspace is shared with colleagues
- Workstations consist of sit/stand desks, anti-fatigue floor mat, swivel chair, laptop with dock and double monitor
- Work requires long hours in front of a computer/laptop screen

Job Information

Reports To: Director, Communications

Direct Reports: Digital Marketing Manager & Digital Content Manager

Position Level: Manager

Department: Communications – Digital Unit

Position Status: Temporary (September 2024 – September 2025)

Activity Rate: 100% (Full time), 37.5 hrs. per week

Location: Montreal or Toronto

Salary Grade: Level 18 - \$112,176 per year

Status: Must be legally authorized to work in Canada

Benefits: Health Spending Account, Lifestyle Spending Account, group insurance (Life, Dependent Life, AD&D), Peace of Mind plan (i.e. prescription drugs, accidental dental, hospital care, etc.), 5% RRSP contributions (no matching required), starting 4 weeks' Vacation/year, flexible work hours, annual professional development budget, Employee and Family Assistance Program (EFAP), free access to internal Psychosocial Care Unit Services and a positive and innovative office culture grounded in our core values of humanity, integrity and results.

Additional Information

MSF Canada is a people-focused humanitarian organization that is proud to offer a diverse, collaborative, and inclusive work environment. We strongly believe this approach enhances our work and we're committed to equity in employment. The organization seeks to attract and engage the best professionals to join and maintain meaningful, productive and lasting work relationships. We embrace diverse motivations and backgrounds of people working together to exhibit their passion in action for the social mission of MSF.

MSF Canada acknowledges the existence of systemic racism and oppression and is committed to sustaining and strengthening its anti-racism and anti-oppression (AOAR) efforts. As MSF Canada continues to grow and strive to remove barriers in its offices in Canada and in MSF work environments abroad, we welcome applications from individuals with unique experiences of intersectional oppression on the basis of their social markers such as their ethno-racial identity, age, gender identity, education, socio-economic status or place of origin. We encourage Black, Indigenous, People of Colour, LGBTQIA2S+ people, individuals living with disabilities and any individual deserving equity to apply.

In line with MSF's December 2021 pledge to reduce our carbon emissions by 50% by 2030, compared to our 2019 baseline, we encourage everyone to embrace and embed sustainable and climate-friendly practices. Applying a climate and planetary health lens will help us improve our operational impact. Facing climate change and environmental degradation through our operational activities by focusing on mitigation and adaptation will decrease our dependency on fossil fuels, reduce our ecological footprint and help protect human health. Everyone, at all levels, with all skill sets is needed to address the global threat of climate change.