



JOB PROFILE

Job Title	Marketing Specialist — Growth and Performance
Department	Communications & Donor Relations
Location	Open to remote in BC, Ontario, or Manitoba. Preferred: Hybrid in Winnipeg, MB; Kitchener-Waterloo, ON; or Vancouver, BC
Classification	Permanent
Salary	\$67,776 - \$74,907
Reports to	Senior Manager, Communications and Marketing
Application Closing Date	November 12, 2025

Join a team that works to create a world where people live in justice, peace, and dignity. Canadian Lutheran World Relief (CLWR) is a charitable not-for-profit organization that challenges and responds to the injustices that cause human suffering and poverty.

CLWR supports hiring practices and a staff composition that benefits from a diverse staff team, where “diverse” means (but is not limited to) differences in ethnicity, gender, sexual orientation, physical abilities, religious beliefs, and/or political beliefs. Working for CLWR provides a competitive salary and comprehensive benefits package including Pension Plan and Group Insurance, a supportive work environment and excellent learning opportunities.

All employees are expected to agree with CLWR’s Mission Statement and Code of Conduct, and to work within its faith-based mandate. The ability to operate in highly complex environments and to manage valued relationships with donors, partners, and other stakeholders is essential.

JOB SUMMARY

The **Marketing Specialist — Growth and Performance** will build CLWR’s donor acquisition engine, helping our communications, donor relations and church relations teams generate warm contacts and turn online and offline interest into *trackable first gifts*. You’ll conceive, launch and measure digital advertising including Google Ad Grants, spearhead successful online and offline lead-generation efforts, and help optimize landing pages and donation experience.

You’ll figure out how to tap into our biggest strengths — like our network of hundreds of connected churches and strong donor loyalty — to supercharge existing campaigns and build complementary ones. You’ll continually analyze results, iterate your own work and recommend swift budget and offer shifts toward what works — providing clear dashboards and practical insights to colleagues.

The ideal candidate is hands-on (comfortable in GA4/GTM and Google/Meta Ads), equally at home coaching staff on a capture flow as they are pausing an underperforming ad, and brings the curiosity to experiment, adapt and pivot towards what’s working.

You like doing results-based work, and you're happy to scrap an initiative and try something different if that's what the numbers point to. You have a bias to action, are constantly eager to learn and careful with tracking.

EDUCATION, EXPERIENCE AND SKILL REQUIREMENTS

Minimum Knowledge

- **Acquisition fundamentals:** you know the marketing funnel in the context of non-profit fundraising — how leads become first gifts; CAC, conversion, payback, and what drives each.
- **Test-and-learn mindset:** forming hypotheses, reading results and making **kill / fix / scale** calls quickly.
- **Channel strategy:** how to use search, social and offline church activations — and how they reinforce each other.
- **Donor psychology and messaging:** motivating first gifts with clear, respectful, faith-aware calls to action
- **Donor journey mindset:** designing offers and audience experiences that flow to strong retention and upgrade rates.
- **Constant collaboration in a small, growing shop:** team-first mindset to work smoothly with Communications, Donor Relations and Church Relations and pitch in to support their success.
- **Risk and compliance awareness:** basic expectations for consent privacy and brand safety (incl. CASL).

Minimum Experience

- **2–4 years** in marketing (non-profit or mission-driven preferred) with direct responsibility for lead generation and first gift results.
- Proven track record launching and improving **search/social acquisition** and reporting outcomes against CAC or conversion targets.
- Making **budget trade-offs** and pivoting campaigns based on small but reliable signals.
- Building simple **dashboards/updates** that nonmarketers can use to make decisions.
- Experience orchestrating campaigns with external vendors.

Technical Skills

- **Advertising and analytics:** Google Ads (incl. **Ad Grants**), Meta Ads Manager, **GA4**, **Google Tag Manager**, basic remarketing, UTM discipline.
- **CRM and email:** importing leads, mapping fields, deduping; simple automations (autoresponder and timed follow-up).
- **Dashboards and data:** Excel (filters, pivots, text cleanup; CSV hygiene).



Canadian Lutheran World Relief

- **Web and forms:** WordPress (or similar), form tools, landing page basics; **basic HTML/CSS** for small fixes.
- **QA and compliance:** end-to-end testing from capture → CRM → email → reporting; CASL-aware consent capture; Meta “social issue” ad readiness.
- **Creative basics:** concise ad/CTA copy; light asset editing.

Other Skills or Requirements

- **Ownership of outcomes:** comfortable in a heavily results-oriented role.
- **Collaboration and influence:** works smoothly with Communications, Donor Relations, and Church Relations; can jump into the stream of other teams’ campaigns and support and develop them.
- **Plain-language communicator:** explains decisions and results clearly to nonmarketers; writes respectful, faith-aware CTAs.
- **Budget flexibility:** ability to drive acquisition under **variable budgets**—whether working with **\$0 (Ad Grants + church activations + organic)** or six-figures.
- **Values and conduct:** alignment with CLWR’s mission; sound judgment on consent, privacy and brand safety in a Canadian context.
- **Eligibility:** legally able to work in Canada; willing to complete any required background checks.

Would be an asset

- Experience supporting or campaigning **in/with churches or faith-based networks** (Lutheran familiarity a plus).
- Prior success coordinating **agencies/contractors** for media buying or creative.
- Bilingual **English/French**.
- Familiarity with email marketing, fundraising CRMs, WordPress websites, AI tools.

Working Conditions

- **Schedule and travel:** occasional evenings/weekends; occasional travel within Canada for meetings or conferences.
- Manual dexterity to operate a desktop or laptop computer; ability to lift 15lbs.

KEY RESPONSIBILITIES

Description	% of Time
Campaigns - Conceive, launch and optimize leadgen and conversion campaigns across Google Ad Grants, paid search/social, etc. and other channels (online and offline), including building no-spend plans during lean budget periods. - Manage assigned budget for ad buy and vendor spending. Ensure proper tracking and data flows and collaborate on nurture series and remarketing. - Collaborate with comms to develop creative (blog posts, infographics, FAQ) and increase performance via SEO/Al. Includes quick pivots for emergency appeal launches. - Orchestrate agency/vendor relationships as approved.	50%
Cross-channel support and enablement Support org efforts (church campaigns, social, public engagement domestic programs, etc.) to help build marketing funnel discipline and build lead-capture infrastructure and segmented follow-up.	20%
Testing, measurement and analysis Run regular tests on offers, creatives and landing/donation flows to support own work and at request of other teams.	15%
General marketing support Provide insight and execution support as requested across the org. Coordinate org-level market research including awareness and familiarity polling. Support planning of key campaigns.	10%
Other Organizational Tasks Provide occasional surge support for CLWR's Communications and Donor Relations team. Assist with occasional special events. Participate in related training courses, seminars and webinars as available. Perform other duties as assigned by the Senior Manager, Communications and Donor Relations.	5%

Qualified applicants should email a single PDF document including a cover letter and resume to hr@clwr.org

Closing date is November 12, 2025. Please quote "Marketing Specialist" in the subject line of your submission. We thank all who apply but will only contact applicants selected for interviews.