



CAMPAIGNS ASSISTANT

Reports to: Senior Campaigns Manager
Years of Experience: 1
Level: L2
Location: Ottawa

ABOUT ONE

ONE is a campaigning and advocacy organization of more than eight million people around the world taking action to end extreme poverty and preventable disease, particularly in Africa. We believe the fight against poverty isn't about charity, but about justice and equality. Whether lobbying political leaders in world capitals or running cutting-edge grassroots campaigns, ONE pressures governments to do more to fight AIDS and other preventable, treatable diseases in the poorest places on the planet. We empower small-holder farmers, expand access to energy, and combat corruption to ensure governments are accountable to their citizens. Cofounded by Bono, ONE is strictly nonpartisan funded by individual philanthropists and corporations.

ONE's members are critical to this work. They come from every walk of life and from across the political spectrum. They're artists and activists, faith and business leaders, students and scientists. They take action day in, day out — organizing, mobilizing, educating, and advocating so that people will have the chance not just to survive, but to thrive.

ONE teams in Washington D.C., New York, London, Johannesburg, Brussels, Berlin, Paris, Ottawa and Abuja to educate and lobby governments to save and improve millions of lives.

ABOUT THE OPPORTUNITY:

Employees of ONE work in a collaborative and creative environment towards reaching a common goal of ending extreme poverty and preventable disease. When you work for ONE, you will receive an exceptional benefits package along with the opportunity to contribute to worldwide causes impacting those most in need.

As the Campaigns Assistant you will help deliver impactful and innovative campaigns and actions that engage new and existing supporters and demonstrate grassroots support for ONE's policy goals and mission. The ideal candidate will be an energetic and enthusiastic team player, skilled in supporting campaigns especially on digital channels. This is a permanent role reporting to the Senior Campaigns Manager and will be based in our Ottawa office.

IN THIS ROLE, YOU WILL:

- Build action pages, actions and emails using WordPress and ONE's online organising and advocacy system, ActionKit
- Help plan digital marketing streams of global, regional and national campaigns

- Support in recruiting and developing robust volunteer & student teams in strategic and targeted political ridings across Canada
- Support colleagues with advice on email marketing best practice
- Draft short-form copy for social channels and long-form copy for website content, blog, and email communications
- Proofread and edit content
- Co-ordinate ONE's email marketing testing programme
- Run tests on Facebook adverts at large scale with multiple languages and countries
- Assist with moderation of comments on Facebook and other social media channels
- Analyse site traffic and email data, provide reports to other teams and make adjustments to maximize member engagement
- Seek out and share latest trends, tactics and technology in digital campaigning
- Any other duties as appropriate to the role

WHAT WE NEED FROM YOU:

- Bachelor's degree in a related field or equivalent experience
- At least one year's experience of working with CRM, online organizing or advocacy systems
- Working knowledge of HTML
- Written and verbal communications skills in French and English
- Experienced in writing campaign focused emails and social media posts to supporters
- Experience of email marketing best practices
- Understanding of social media and its use in public mobilisation
- Familiarity with photo editing and graphic creation tools such as Adobe Photoshop
- Ability to work effectively in a team environment and strong interpersonal skills
- Very well organised with a proven ability to multi-task
- Flexibility and resourcefulness to respond to a fast-paced work environment with shifting deadlines
- Experience of working within a campaigns, advocacy, or communications environment
- Ability to travel
- Ability to maintain the highest degree of confidentiality regarding all aspects of works at all times
- Enthusiasm for working in a data/metrics-driven environment
- Demonstrable ability to engage with people of all walks of life in a friendly way; open mindedness and cultural sensitivity
- A commitment to ONE's mission

OTHER ATTRIBUTES:

- An understanding of the complexities surrounding collaboration in a global matrix organization
- Highly organized, detail oriented and self-motivated
- Collaborative mindset and strong interpersonal skills
- Remain positive in high pressure and stressful situations
- Critical thinking, communication, and relationship-building skills

- Well organized, detail oriented and analytical
- Action oriented and results focused
- Flexible and resourceful approach
- Independent problem solver

LANGUAGE SKILLS:

Fluency in English required. Fluency in French a valuable asset.

TRAVEL:

Travel up to [10% international and/or domestic).

APPLICATION INSTRUCTIONS:

If you are ready to join the fight against extreme poverty and preventable disease, please submit a resume to this opening at ONE jobs.

ONE is an equal opportunity employer and does not discriminate in its selection and employment practices. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, disability, protected veteran status, genetic information, age, or other legally protected characteristics.

Due to the high volume of inquiries that ONE receives, we thank all candidates for their interest yet only those who are selected for an interview will be contacted.