



Ally Global Foundation

Marketing Coordinator / Copywriter

Job Title: Marketing Coordinator / Copywriter

Employment Type: Part-Time or Full-Time Contract, depending on applicant's preference

Location: Vancouver office, with remote working flexibility 1 day/week

Job Summary

As the Marketing Coordinator / Copywriter, you'll be responsible for championing Ally's voice and brand across various marketing channels—producing engaging, quality content that drives awareness and increases donation revenue. You are a skilled writer with an ability to communicate complex ideas simply through concise, persuasive copy.

You understand the importance of adapting your writing tone to match each unique donor audience. Whether you're producing communications aimed at monthly givers, major donors, faith partners, business supporters or new followers of Ally's work, you know exactly what style of language is needed to speak to each group.

You enjoy telling stories that motivate and inspire people. You understand that an ethical approach to storytelling is of the utmost importance and will work to ensure that every piece of communication is dignifying and honouring to survivors. More than just creating content, you know how to translate data and goals into new creative ideas that drive people to take action.

With minimal supervision, you'll be expected to create a high caliber of work within efficient timelines. You're a team player, and will work collaboratively with our Marketing Manager and Creative Manager to ensure brand consistency across all campaigns. You'll be working on multiple projects at once, so you're someone who can self-manage with strong task prioritization skills. You are an excellent written, verbal and visual communicator with a keen attention to detail.

What You'll Do

- Generate original copywriting for various marketing channels, including (but not limited to): emails, social media, fundraising campaigns and web.
- Write, create and publish consistent, meaningful content across Ally's social media channels. This could include creating short videos (such as Instagram reels) and designing visual graphics.
- Proofread and edit content generated by other team members.
- Work with the Marketing Manager to develop and execute marketing strategies that improve audience engagement and align with organizational goals.
- Play an active role in brainstorming and developing new fundraising ideas to grow Ally's brand awareness and increase donation revenue—such as promotions, giveaways and influencer marketing campaigns.
- Daily management of Ally's social media channels, including communicating with followers, responding to messages in a timely manner and monitoring community shares, mentions and tags.
- Track performance of various social media initiatives through monthly and quarterly reports, making necessary changes to improve results.
- Manage a content calendar that is directly aligned with the key messages developed by the marketing team.
- Work with the Creative Manager to ensure brand consistency, and collaborate with other team members who are working on creative marketing pieces (such as web and print design).

What We're Looking For

- 2+ years relevant experience
- Skilled copywriter
- Ability to translate goals and objectives into clear, concise copy with minimal supervision
- Ability to adapt writing to match a brand voice and connect with different audience segments
- Recognize the importance of ethical storytelling
- Strategic and critical thinker
- Interest to learn within the anti-human trafficking space
- Ability to translate concepts into on-brand visuals
- Ability to work well with a team of other creatives and receive critical feedback

- Proficient in using Google Suite (Docs, Sheets)
 - Experience working with MailChimp (or other email marketing platforms) including mail merging, creation of contact lists, tagging, metrics tracking, A/B testing, etc.
 - Experience working within Asana (or similar task management software) to manage tasks, communicate with team members and meet deadlines.
 - Up-to-date understanding of digital marketing trends
 - Basic understanding of good design principles
 - BONUS: Degree in communications, writing, marketing or other relevant field
 - BONUS: Experience working in Adobe Creative Suite (InDesign, Illustrator, Photoshop)
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What You'll Get

- Competitive salary
 - Flexibility to work remotely 1 day/week
 - International travel opportunities
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About Ally Global Foundation

Around the world, women and children are being exploited and abused by human traffickers. When victims are rescued, they need a safe place to heal. Without these safe spaces, children struggle to heal from trauma, and they are vulnerable to re-exploitation and abuse.

At Ally, we work to prevent human trafficking and help survivors find healing through safe housing, education and aftercare. When survivors are supported through long-term aftercare, they can build healthy, independent futures.

Key Characteristics of an Ally Team Member:

1. **Strategic and Critical Thinker:** We gather information, understand the problem and execute a solution.
2. **Intelligent Communicator:** We listen carefully and communicate complex ideas simply.
3. **Driven:** We take ownership and initiative; we go above and beyond.

Priorities for every Ally Team Member:

1. **We express gratitude.** We show appreciation to our donors, volunteers, teammates and partners because we couldn't do this work without them.
 2. **We build connections.** We look for ways to create new relationships and introduce others to the work of Ally.
 3. **We learn.** We strive to be the best at what we do by actively seeking opportunities to improve—both the organization and ourselves.
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Ready to apply?

Email your cover letter and resume to info@allyglobal.org

Subject line: Marketing Coordinator Application