



Job Title: Digital Marketing

Location: Hybrid

Status: Full-Time for 2 Months

Start Date: Immediate

Salary: \$17.20 per hour (non-negotiable)

About Us:

Sai Dham Food Bank is a non-profit organization dedicated to supporting individuals and families facing food insecurity and social challenges. Our mission is grounded in compassion, inclusion, and service, aiming to build stronger and more resilient communities through access to essential resources and support.

Position Overview:

We are seeking a **creative, detail-oriented, and proactive Digital Marketing Assistant** to support the planning and execution of our digital marketing efforts. Reporting to the Digital Marketing Coordinator, this role will help develop and implement strategies to boost our online visibility, promote engagement, and amplify our impact. This is a hands-on opportunity to create visual content, manage online product listings, run paid campaigns, and contribute to a dynamic, mission-driven marketing team. Ideal for someone looking to sharpen their skills while supporting a great cause.

Key Responsibilities:

- Assist in planning and executing digital marketing strategies and campaigns
 - Manage and update the digital marketing calendar
 - Conduct market research to keep abreast of trends and other key details
 - Create visual and written content for promotions and awareness campaigns
 - Design and run social media advertisements across platforms including **Instagram, TikTok, Facebook, LinkedIn, and Twitter**
 - Source and coordinate digital assets such as images and testimonials
 - Monitor website and platform performance using analytics tools
 - Conduct ongoing **SEO/SEM optimization** to improve search visibility
 - Track and respond to community reviews, comments, and messages
 - Ensure brand consistency across all digital channels
 - Provide weekly reports on digital performance, reach, and engagement metrics
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Qualifications:

- Proficient in content creation, graphic design tools (e.g., Canva, Adobe Suite), and social media management tools
- Strong written communication and visual storytelling skills
- Working knowledge of WordPress
- Basic understanding of Google Analytics and ad platforms (Meta, Google Ads, TikTok)
- Highly organized with strong attention to detail
- Ability to work independently, with flexibility to occasionally work outside regular hours
- A positive attitude and a passion for digital marketing and community engagement

Eligibility Requirements (Must-Have):

- Must be a Canadian citizen, permanent resident, or a person granted refugee protection under the *Immigration and Refugee Protection Act*
- Must be between 15 and 30 years of age (inclusive) at the start of employment
- Must be legally entitled to work in Canada according to applicable provincial or territorial legislation and regulations
- Please note: International students are not eligible. Recent immigrants are eligible only if they are Canadian citizens or permanent residents.

Why Join Us?

- Opportunity to make a meaningful impact in your community
- Collaborate with a passionate, mission-driven team
- Build your portfolio while contributing to social good
- Gain experience within the nonprofit sector

How to Apply: Please send your resume, cover letter, and a portfolio or samples of your design work to recruitment@saidhamcanada.com with the subject line: *Digital Marketing Application – Sai Dham Food Bank*.