

Andrew Wommack Ministries Canada

<https://awmc.ca/careers/awmc-digital-marketing-specialist/>

AWMC Digital Marketing Specialist

Description

General Purpose:

- The Andrew Wommack Ministries Canada Digital Marketing Specialist plays a vital role in planning, creating, and optimizing digital marketing efforts that strengthen both the Ministry's and Charis' brand presence and strengthen audience engagement in increase partnership.

Line of Authority:

- The Andrew Wommack Ministries Canada Digital Marketing Specialist will report to the Andrew Wommack Ministries Canada Marketing Manager.

Line of Accountability:

- The Andrew Wommack Ministries Canada Digital Marketing Specialist will report to the Andrew Wommack Ministries Canada Marketing Manager. They, in turn, will report to the Andrew Wommack Ministries Canada Director, who reports to the World Outreach Regional Director, and ultimately to World Outreach.
- The Andrew Wommack Ministries Canada Digital Marketing Specialist will be subject to all policies and procedures established by World Outreach.

Responsibilities

Duties Specific:

- Work with the media team to create and publish content for socials, email, and web, in-house newsletter graphics and copy.
- Manage social media channels, ensuring consistent posting and audience engagement.
- Coordinating with appropriate Colorado stakeholders for newsletter content.
- Gather insights and statistics using tools like Google Analytics, identify audience engagement trends, with corresponding reports for the marketing manager.
- Work with the marketing manager to gather further insights through competitor reviews, field observations during events/off-site visits, and analysis of audience engagement trends.
- Conduct A/B testing for website layouts, product placements, and promotional campaigns.
- Maintain and update the website content for accuracy, SEO, and usability, including performance tracking.
- Execute email marketing campaigns, including scheduling to proper list segmentation and performance tracking.
- Monitor and report on campaign effectiveness using analytics tools.
- Support customer engagement initiatives such as surveys and feedback collection.
- Partner with the Marketing Manager on campaign execution, creative alignment and broader marketing plans.

Qualifications

Employment Type

Full-time

Department

Marketing

Reports to

Marketing Manager

Job Location

50 Valleybrook Dr., M3B 2S9, North York, ON

Working Hours

37.5

Date posted

September 19, 2025

Valid through

15.10.2025

- Must be in agreement with the doctrinal statements of Andrew Wommack Ministries Canada and Charis Bible College.
- Heart for Christ-centered work; Charis Bible College student or graduate preferred.
- Must have strong communication and collaboration skills, working well with cross-functional teams and stakeholders.
- Analytical thinker with excellent follow-through and attention to detail.
- 2–3 years' experience as a Digital Marketing Specialist or in a similar marketing role.
- Familiarity with content strategy principles and ability to support them through basic graphic design skills and in-house design edits using tools like Canva or Adobe Suite.
- Experience managing and updating websites, with understanding of SEO best practices and usability principles.
- Familiarity with CRM systems and marketing automation tools.
- Proficiency in analytics tools (e.g., Google Analytics GA4) with ability to interpret data and prepare performance reports.
- Skilled in A/B testing and campaign performance tracking.
- Proficiency with productivity tools such as Excel, Google Workspace, and content management systems.
- Must be legally eligible to work in Canada.

Guidelines / Expectations

- The Andrew Wommack Ministries Canada Digital Marketing Specialist will conduct themselves according to the guidelines of the ministry. They will be held to the standards outlined in the employee "Code of Conduct" portion of the directives. They will maintain a professional relationship with each of the people they oversee while operating within the scope of their position.