



Digital Marketing Specialist (Full-time contract 18 months)

Terry Fox Foundation

Reports to: Manager, Marketing & Communications

Start date: January 12, 2026

Position Summary

Are you passionate about building digital marketing strategies that inspire a nation? Join the Terry Fox Foundation's Marketing & Communications team as a Digital Marketing Specialist and help share Terry Fox's story in ways that move people to action to support bold, life-changing cancer research. Driven by Terry's courage and determination, the Terry Fox Foundation (TFF) inspires people across Canada and around the world to fundraise for innovative research to end cancer. In this role, you'll bring that mission to life online — connecting supporters through creative, data-driven campaigns that grow awareness, engagement, and impact.

Reporting to the Manager, Marketing & Communications, the Digital Marketing Specialist leads key digital initiatives across web management, email marketing, CRM, analytics, and content creation to advance TFF's mission and fundraising goals. With expertise in digital strategy, content development, and data analysis, this role ensures every online interaction reflects Terry's enduring spirit of courage, determination, and hope. Collaborating with internal teams and external partners, the Digital Marketing Specialist strengthens supporter relationships, expands TFF's digital community, and drives measurable growth in engagement and fundraising across Canada and beyond.

Key Responsibilities

Strategic Planning

- Develop and implement integrated digital marketing strategies aligned with organizational goals, campaign targets, and emerging trends.
- Collaborate with the Manager, Marketing & Communications to drive digital components of national fundraising and awareness campaigns.
- Contribute to marketing planning, ensuring digital initiatives strengthen supporter engagement and fundraising results.

Campaign & Channel Management

- Plan, execute, and evaluate multi-channel digital campaigns, including email marketing, website, and paid digital media.
- Lead the development of a structured email marketing strategy to support national and regional campaigns.
- Test and optimize email content, segmentation, and automation to improve engagement and conversions.
- Manage TFF's digital communications calendar to ensure consistent and coordinated messaging across channels.



- Oversee TFF's online store, ensuring an engaging and seamless user experience aligned with campaign objectives.

Analytics & Optimization

- Monitor and analyze campaign performance to assess impact, identify trends, and inform future strategy.
- Use data-driven insights to optimize digital channels, content, and supporter journeys.
- Track wildly important goals (WIGs) and provide regular reports and recommendations to guide continuous improvement.

Content & Creative Development

- Collaborate with internal teams to create and distribute engaging digital content that reflects TFF's brand, mission, and storytelling voice.
- Ensure all digital assets are consistent, accessible, and optimized for performance across platforms.

Collaboration & Leadership

- Partner with colleagues across the Marketing & Communications team, other departments, and agency partners to deliver cohesive, impactful campaigns.
- Contribute digital expertise and insights to cross-functional initiatives that advance the Terry Fox Foundation's mission and digital presence.

Qualifications & Skills

- Degree or diploma in marketing, communications, or a related field, with 3+ years of experience in digital marketing, ideally within the nonprofit sector.
- Proven experience developing and managing multi-channel digital marketing campaigns, with strong analytical and strategic thinking skills to translate data into actionable insights.
- Proficiency with Salesforce Marketing Cloud or equivalent email marketing platforms.
- Working knowledge of Google Analytics, Google Ads, SEO/SEM, and other digital performance measurement tools.
- Experience with Shopify or other e-commerce platforms.
- Excellent writing and communication skills in English; French language skills are considered a plus.
- Highly organized, detail-oriented, and collaborative, with the ability to manage multiple projects and deadlines in a fast-paced environment.
- Passion for the mission and values of the Terry Fox Foundation, and a desire to help advance innovative cancer research in Canada.



Join Us!

As a leading national charitable organization, the Terry Fox Foundation plays a vital role in building community, engaging more than 20,000 passionate volunteers and 3.5 million students in nearly 10,000 annual fundraising events across the country. Through the generous support of our donors, partners, and volunteers, the Terry Fox Foundation has raised more than \$950 million and funded over 1,300 innovative cancer research projects, bringing hope and health to millions of Canadians.

The Terry Fox Foundation offers a comprehensive benefits plan and competitive salary commensurate with experience. This role will be hybrid with an expectation of working two days per week in office and three days per week from home. This role is open to all eligible and qualified candidates across Canada.

If you're excited to be part of a mission-driven organization, work with a passionate and dedicated team, and are looking for an opportunity to lead and innovate in a high-profile national organization, we want to hear from you!

How to Apply

Please submit a cover letter and resume to careers@terryfox.org by November 3, 2025.

To be considered for this position, applicants must be legally eligible to work in Canada at the time of application. The Terry Fox Foundation is unable to support work permit or immigration applications for this role. Employment is contingent upon the Foundation's receipt of all required documentation.

While we thank all applicants for their interest in the Terry Fox Foundation, only those selected for interviews will be contacted. We are dedicated to employment equity, and we value diversity in the workplace. If you require any accommodation for the interview process, please let us know.