

JOB POSTING: Mobile Engagement Specialist

Summary

Stratcom is seeking a Mobile Engagement Specialist. The position is responsible for the management and execution of Engagement communications products and programs including Text (SMS), Text-to-Give, Common Short code, Telephone Town Halls (TTHs), Broadcast Voice Messaging, and IVR Polling. This position reports to the Director of Engagement or designate. This position also contributes to the strategy, sales, organization and delivery support.

About Stratcom

Strategic Communications Inc. (Stratcom) is an award-winning agency that creates and implements innovative and integrated fundraising strategies for non-profit organizations through digital, telemarketing and texting services. Stratcom also provides research and engagement services such as polling, focus groups and telephone town hall for unions and progressive political candidates and parties. Stratcom operates in Canada and the UK with some clients also in the US.

The following is a list of responsibilities for the position. However, specific duties and tasks assigned will reflect the workload of the department in coordination with the Director of Engagement or designate.

Mobile Engagement Specialist

The following is a list of main responsibilities for the position with approximate balance of worktime associated.



Engagement Strategy, Operations, and Coordination (60%)

- Develop strategy, plan, execute and manage SMS/text campaigns, including but not limited to: P2P (peer-to-peer), A2P (application-to-person), text broadcasts, and text banks.
- Provide strategic advice and direction to clients including campaign planning and best use of Stratcom digital tools
- Supervise Digital Contractors:
 - Maintain working relationship with complement of contractors based on need and recruit and train additional contractors as required
 - Review and approve invoicing for payment; maintain financial tracking systems
- Develop, plan, execute and manage projects utilizing text-to-give, short code and long code as required
- Develop, plan, execute and manage MobileReach, including but not limited to: best practices, list upgrades, compliance and analysis of use cases
- Monitor and seek improvements on mobile campaign results based on Key Performance Indicators as well as use multivariate (A/B) testing for performance improvement
- Respond to and take on client inquiries and questions regarding digital engagement campaigns and products, including drafting proposals, quoting, or redirecting inquiries to appropriate Stratcom staff
- Provide demos and training to current and potential Digital clients.
- Maintain internal documents such as results tracking and technical problem's log.
- The organization and execution of Telephone Town Halls (TTHs) including technical set up, training client speakers and support staff, and providing remote support during the TTH. In-person support may be required for future town halls but is subject to pandemic restrictions and conditions. A small amount of travel may be required to run in-person events

- The organization and execution of Broadcast Voice Messages (BVM)s including: script development, overseeing recording, handling data, testing for quality assurance and CRTC compliance, setting up, initiating and monitoring projects on automated dialler
- Under direction of the Director of Engagement document and improve internal processes and procedures for Stratcom's Engagement products
- Under the direction of the Director of Engagement, improve internal software usability and features
- Under the direction of the Director of Engagement, assist with the development of marketing materials, best practices and internal metrics for evaluating Engagement Products
- Under the direction of the Director of Engagement, provide project support as required on research products (i.e., focus groups, surveys)
- Other duties as required.

Mobile Product Development and Management (20%)

- Manage Stratcom's SMS/texting and digital (and related) products and offerings, including short codes and MobileReach, and liaise with product vendors as required to maintain a good working relationship
- Research and make recommendations to the senior management team on improvements to current products and services, as well as emerging digital engagement technologies, strategies and channels, particularly in SMS/texting
- Continue professional and technical education, attending conferences, workshops, seminars, etc. to maintain up-to-date knowledge base in digital engagement
- Improve internal software usability and features
- Document and improve internal processes and procedures for digital engagement products
- Maintain up-to-date knowledge on industry and regulatory changes/updates pertaining to digital engagement products, particularly in SMS/texting

- Identify ways to utilize digital tools alongside other engagement tools that Stratcom currently delivers to clients.

Sales and Marketing & Client Management (20%)

- Promote re-sales and up-sales to existing client base
- Participate in product development discussion and processes with R&E and throughout Stratcom
- Support R&E Management team colleagues to develop marketing materials that are up-to-date and address the current needs of our client base, including case studies and testimonials
- Draft and develop sales proposals, quotes, inputting on proposals, conducting research on current clients, prospective clients, competitors, and suppliers
- Respond to and take on client inquiries and questions regarding Engagement products, including drafting proposals, quoting, or redirecting inquiries to appropriate Stratcom staff
- Collaborate with Senior Marketing Manager in creating, updating and distributing marketing materials for engagement products
- Contribute to optimizing internal sales tracking and communications systems
- Utilize Pipedrive CRM for sales and prospective clients
- Research potential new clients (public consultation, government contracts, etc.)
Attend a limited number of industry events per year.

Internal (5%)

- Attend internal meetings, including but not limited to, weekly R&E Ops meeting, sales meetings, strategy meetings, FND meetings
- Complete time tracker weekly
- Ensure bills and invoices are accurate and issued in a timely fashion for completed sales; occasional responsibility to pursue clients for payment.

Other Related Duties as Required

Employee Expectations:

Behave ethically and understand ethical behaviour and business practices and ensure own behaviours and the behaviour of others is consistent with these standards and aligns with the values of Stratcom. Foster a respectful workplace, comply with and ensure compliance with Stratcom's policies, procedures and guidelines including but not limited to:

- Privacy, industry rules and regulations, and quality of services
- Personnel and HR including: respectful workplace (harassment, discrimination, bullying, and accommodation), terms and conditions of work (including collective agreements).

Skills, knowledge and experience requirements include:

- Highly organized and extremely detail oriented with the ability to manage and prioritize multiple tasks
- Extremely reliable and timely
- Able to work evenings a few times per week and travel to client offices several times per month.
- Some cross Canada travel may be expected.
- Have a high degree of competence with computers and software programs
- Excellent communication and interpersonal skills and experience dealing with clients or group training. Able to remain calm in stressful environments and when dealing with groups of clients at a time
- Excellent personal presentation and persuasion skills. This position includes some sales and requires meeting with clients individually, in groups and at conventions/large gatherings.
- Current and up-to-date knowledge and experience with CRMs such as Pipedrive and MS Office (MS Teams, Microsoft Work, Outlook, Excel, PowerPoint)

- Advanced Excel skills including appending files and pivots tables
- Previous experience working with digital tools for engagement is essential
- Previous experience working on Text, TTHs and/or BVMs is an asset
- Experience with file format conversion, data management, basic audio file editing is an asset
- Experience working on election campaigns and/or with charities is an asset
- Bilingual in English and French is an asset.
- Past political union campaign activity an important asset.
- Exceptional customer service and the ability to lead teams to be empowered to use our tools effectively and with a sense of support
- Rapport building, relationship development and continuity.

The starting salary for this position is: \$50,000 per annum.

We recognize that women, visible minorities, Indigenous peoples, people with disabilities and other equity deserving groups are less likely to apply if they do not meet most of the qualifications. Stratcom finds strength in an environment of diversity, equity, and inclusion. We recognize that lived experience is as valuable as formal education and strongly encourage people from equity-deserving groups who can see themselves in this role to apply. Applicants requiring accommodation because of a disability or medical need are asked to make their needs known in advance.

This is a full-time position based in Vancouver requiring some evening work and overnight travel several times per year. While your place of work is Stratcom's Vancouver office, a hybrid home office arrangement has been approved for this position according to company and departmental policy, and with the approval of your supervisor. Vacation will be scheduled around the fundraising season e.g., "Giving Tuesday", the winter holidays etc. This position has the opportunity for advancement.

stratcom.ca

To apply please submit covering letter and resume by November 1st to:

carla.mundwiler@stratcom.ca

The position will remain posted until filled.

We thank all applicants however only those short-listed for an interview will be contacted.

