

WE Charity

Job Advertisements: Manager, Partner Relations with Allstate Foundation & Digital Analyst

Compiled by Vivian Krause

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@FairQuestions

Manager, Partner Relations

Partnerships - WE Charity - Chicago, IL - Full Time

Company Overview

WE is a movement that brings people together and gives them the tools to change the world. Our vision is to shift the world from “me” to “we.” Our mission is to empower all people to change the world, locally and globally, achieving transformative outcomes for themselves and others.

WE - Making good, doable.

Job Summary

WE Charity is seeking a dynamic and committed Partner Relations Manager to join the Partner Relations team. The Manager will support the activities of the Partner Relations Department in its ongoing corporate partner management, and will report directly to the Director, Partnerships, acting as an ambassador for the organization, with dotted lines to the Senior Program Officer, The Allstate Foundation.

As the liaison between WE Charity and The Allstate Foundation’s Good Starts Young Team, the Manager will learn the fundamentals of The Allstate Foundation Good Starts Young program, which are founded on research that demonstrates well-designed, well-implemented, teacher-taught social and emotional learning programs can promote students’ social-emotional development, behavior and academic performance.

This individual must be passionate and committed to the core beliefs of the organization—the WE.org Philosophy. Candidates should have a deep interest and general understanding of communications and non-profits, as well as demonstrate excellent oral and written communication skills, the ability to assume responsibility, prioritize their work and think creatively.

Skills and experience needed include the following:

- **Project Management:** Actively participate in project meetings from inception to delivery to understand deliverables, audience, timing, expected outcomes, and goals. Ability to organize project into specific tasks, estimating and managing time required to complete tasks.
- **Communication:** Candidate should be proficient at exchanging information with others through oral and written communications. He/she should have ability to be concise, articulate and to adapt communication style to the specific audience. It is especially important to be proficient at delivering oral presentations. The proficiency to develop well-written, easy-to-understand materials that conveys information in a professional manner is key.
- **Relationship-Building:** Develop and maintain strong positive relationships with internal and external partners including The Allstate Foundation Good Starts Young team, Allstate internal business partners, and agency owners.

- Strategy and Planning: Assist in the execution and planning of communication strategies. Develop a basic tactical plan with focus on timeline and audience needs.

The position is based out of WE's Chicago Office, working 2-3 days out of Allstate's Northbrook campus.

Your Impacts:

- Serve as lead program manager for key activation components of The Allstate Foundation's sponsorship of WE with special focus on:
 - WE Volunteer Now Campaign and Speaking Tour
 - Coordinate and prepare Allstate agency owners for tour participation
 - Develop and update associate materials and toolkit as needed
- Liaise with internal WE departments including WE Day Communication, Marketing and Media and The Allstate Foundation Good Starts Young team, Allstate corporate relations regional representatives, media team, and agency owners.
- Share documents and knowledge with partnership stakeholders, including:
 - WE Day Briefing Books
 - Event reports
 - Status reports and work back schedules
 - Briefing documents
- Represent and support WE at events, including serving as a WE ambassador
- Prepare invoices and use CRM software tracking (Salesforce)

Qualifications and Skills

- Post-secondary/College Degree (Marketing, Business, Media preferred)
- Demonstrated ability to work well both independently and within a team setting
- Strong computer skills including proficiency in using Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, Publisher), social media (Instagram, Facebook, Twitter)
- Outstanding work ethic and proven ability to take initiative

- Positive attitude, high energy, and flexible
- Ability to organize and manage multiple work streams in a fast-paced work environment.
- Ability to work well with business professionals of varying backgrounds, talents and management techniques
- Capacity to process detailed information quickly and synthesize into communication tactics that resonate with and engage stakeholders
- Previous academic, extracurricular and/or work experience related to a non-profit or foundation is preferred but not required

Travel: 20% – depending on partner’s location and needs

ABOUT THE ALLSTATE FOUNDATION

The Allstate Foundation vision is to create prosperous communities where people are inspired and empowered to fulfill their hopes and dreams.

The Mission is fourfold:

- Inspire the next generation of leaders
- Break the cycle of domestic violence
- Inspire and honor our volunteers
- Strengthen nonprofit leaders

Corporate Relations, within which The Allstate Foundation Good Starts Young team sits, plays a vital role in Allstate’s success. They advance the business priorities of the corporation through effective strategic communications and promote alignment and engagement with Allstate’s reputation-building strategies across the enterprise. This group provides Allstate leaders, employees and agency owners and their staffs with tools that help drive exceptional value for customers. They drive business results through:

- Improved external reputation with investors, policymakers, media, customers, consumers, engaged consumers and opinion-leaders
- Improved Allstate engagement and accountability

The Allstate Foundation and Sustainability teams develop enterprise-wide strategies that advance Allstate’s reputation and ensures the company is accountable for managing its social and environmental impacts. Programming focuses on creating strategic community involvement efforts, ensuring responsible business practices and delivering innovative social impact initiatives in the communities Allstate serves.

What makes us unique...

WE is a family of organizations making doing good, doable. WE Charity empowers domestic and international change. ME to WE is a social enterprise that creates socially conscious products and experiences to help support the charity. And WE Day fills stadiums around the world with the greatest celebration of social good. WE enables youth and families to better the world – supporting 2,500+ local and global causes by volunteering millions of hours of service, shopping daily with an impact, and raising millions of dollars that directly benefit their local communities and the world. Globally, our teams in Asia, Africa, and Latin America have provided more than 1 million people with clean water, built 1,000 schools and schoolrooms overseas, and empowered more than 200,000 children with access to education. WE was founded more than 20 years ago by social entrepreneurs, brothers Craig and Marc Kielburger. Join the movement today at WE.org.

WE values diversity in its workforce and encourages applications from all qualified individuals. Applicants requiring a disability-related accommodation at any stage of WE's recruitment process should contact the People Operations and Culture Department by email at hr@we.org. As required by applicable legislation, WE will consult with applicants requesting such an accommodation to ensure that WE's recruitment process takes into account their accessibility needs, including in relation to the materials or processes to be used by WE.

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WE

Travel Specialist

Trips - ME to WE - Toronto, Ontario, Canada - Full Time

Company Overview

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WE - Making good, doable.

Job Summary

WE is seeking a Travel Specialist within the Corporate & Family Division of ME to WE, reporting to the Director of Engagement. The incumbent is an articulate, personable, professional, self-motivated team player with proven past success in and passion for travel sales and client relationship building. The Travel Specialist is knowledgeable, and recognizes that successful trips have everything to do with the details.

This individual must be passionate and committed to the core beliefs of the organization—the WE.org Philosophy.

The position is based out of WE's office in Toronto.

Responsibilities and Duties

Special Experiences Channel Lead

- Maintain an up-to-date account of your team's sales, pipeline, activities, and closes, reporting insights to the Director weekly.
- Develop the Special Experiences Annual Plan with input from the Director, and report progress against the annual plan regularly.
- **Execute the department's sales strategy**, tracking results and have an ability to quickly develop creative new strategies with an entrepreneurial spirit.
- Check-in daily with the Engagement Manager, Special Experience, to manage the progress of trip files, ensuring that all files and to-dos are actioned in a timely and high-quality manner.
- Provide structured feedback and **coaching, listen in on calls, create sales trainings**, and mentor staff to ensure they meet or exceed goals – **create a positive sales culture within the team**.
- Liaise with other departments, including the Executive office and Business Development, to generate leads and strengthen pipeline, maintain quality control with internal and external leads.
- Ensure all steps of the engagement process and diligent use of our client management tool **Salesforce**.
- Drive the creation of necessary marketing materials.

Corporate and Family Trips Engagement

- Prepare customized trip and travel experiences for clients, including customized itineraries, costing, and enhancements/add-ons (additional safaris, coastal visits, etc.)
- **Primary focus will be on expanding business and building and maintaining relationships.**
- Build customized itineraries and extensions based on client needs.
- Respond to leads, engage on the phone and via email to meet individual and team annual sales targets.
- Maintain a consistently high standard of customer engagement and relationship building with maturity and professionalism, focusing on high-touch relationships and meaningful conversation.
- **Sell flights and insurance.**
- Prepare handover documentations for **trip fulfillment coordinators** such that the level of service you have established can be maintained throughout trip registration and in country.
- **Develop and maintain flawless Salesforce habits**; record keeping in Salesforce is a must.
- Host presentations and attend events (**We Days in particular**) and speaking engagements for the purpose of networking and **promoting ME to WE Trips** (may include some evenings, weekends and travel); have the opportunity to cultivate new prospects especially in the group segment.
- Establish customer satisfaction and loyalty with our existing clients through posttrip follow up, supporting travellers through continued engagement with ME to WE and **WE Charity**, and seeking referrals for future trip engagement.
- Consistently look for and execute on opportunities to **cross sell other Me to We products** and services.
- Find personal satisfaction in activities and responsibilities available in the job; **enjoying the essence of sales work**, embracing and cultivating the ME to WE culture.
- Answer client questions ongoing prior to trip departure.

Qualifications and Skills

- Bachelor's degree or commensurate experience
- Minimum of 5-7 years of experience in the travel industry
- Expertise in East Africa, South America and South Asia is a bonus
- Personal passion for travel and travel consulting in particular
- **A proven affinity for selling**
- Strong communication skills, oral and written- and you understand that the best communicators are also the best listeners
- Formal presentation skills
- The ability to work to deadlines, and to time-manage and multi-task in a demanding and fast-paced work environment
- An instinct for team playing and the desire to be part of a successful, hardworking, results- oriented and supportive team
- **An engaging personality both over the phone and in person**
- The ability to be flexible- some evenings and weekends will be require
- A proven ability to succeed with minimal supervision- be a self- starter able to time manage and multi-task
- Strong ability to think creatively
- Excellent attention to detail and organizational ability
- An affinity for technology and experience working with Microsoft Excel, Word, PowerPoint, Adobe Acrobat; knowledge of Salesforce is an asset

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WE

Digital Analyst

WE Charity - Toronto, Ontario, Canada - Full Time

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Job Summary

WE is seeking a strong self-motivated self-starter driven by results, to be our Digital Analyst. The incumbent will report directly to the Director, Digital Marketing. The Digital Analyst will be responsible for implementing, **collecting, structuring data so it can be leveraged to identify digital insights to action business opportunities**. This Digital Analyst is a technology savvy individual who has extensive experience in digital marketing (including Online, Mobile, and Social), user experience and understands the value of analytics in driving digital strategies and marketing ROI.

They will be reporting to the Director, Digital Marketing and work directly with the extended marketing and product teams to understand our business, technical and reporting requirements and to develop solutions to ensure success.

As one of the central point of contact for Digital Insights, the Digital Analyst will contribute to building a data-driven decision making culture. This candidate has the ability to configure visualization tools and create API connections to set up dashboard so businesses can measure ongoing marketing efficiency.

Responsibilities and Duties

Strategy and Planning

- **Support the overall management and delivery of complex digital analytics projects to identify opportunities to maximize marketing ROI through improved Client engagement, conversion and search engine optimization.**
- Manage multivariate and A/B testing and optimization from test design through execution and reporting
- Define measurement strategies and digital KPIs for on-going programs and site optimization
- Develop and implement web analytics reporting framework to generate weekly/monthly dashboards with analyses, insights and recommendations.
- **Conduct post-campaign / post-implementation deep dives** and evaluate performances based on historical benchmarks and industry insights/norms
- Collaborate with the marketing business units team to provide a holistic view of customer journey (i.e. pre-acquisition, at the point of acquisition, and post-acquisition) and to build multichannel / multi-touch attribution models
- **Develop and maintain trusted relationships with key stakeholders (both internal and external)** and take a leadership role in providing actionable insights to support the corporate and marketing specific strategies.
- Keep current of digital trends and emerging technologies that affect consumer / digital behaviours and continuously evolve measurement metrics accordingly.
- Coordinate website tagging and tracking parameter implementations.

Implementation and Testing

- Developing SOP for web tracking using Google suite of products (Google Tag Manager, Google Analytics, Google Data Studio)
- **Work with engineering teams to design website tracking naming conventions and data layer structures.**
- Automation Implementation: Design, strategy and implementation of complex dashboards.
- Troubleshooting and QA: Understanding of cross platform integrations, and ability identify/articulate an issue when necessary.

Qualifications and Skills

- A minimum of three years' experience in web analytics
- Post-secondary education in marketing, business, computer science, math or statistics
- Demonstrated experience with Google Tag Manager, Google Analytics, DoubleClick for Publishers, and Adobe Analytics
- Advanced knowledge of Microsoft Excel (e.g., spreadsheet formatting, pivot tables, graphs, etc.)
- Ability to understand business objectives and implement measurement strategies to track performance
- Experience with R or creating integrations, APIs between data and reporting platforms.
- Strong problem-solving skills and a broad knowledge of web development techniques and principles
- Highly analytical and detail-oriented, with a passion for digging into data to identify trends, communicate results and propose solutions
- Excellent written and verbal communication, with the ability to communicate technical information using everyday language
- General understanding of digital marketing channels, trends, email marketing, social media, Paid Marketing/ Ads and SEO principles
- Knowledge of current Web trends and standards
- Basic knowledge of HTML, CSS, and JavaScript would be an asset
- Demonstrable experience in data visualization and storytelling

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