

Volunteer Position Description



Position Title: Ad Buyer/Campaign Planner (Volunteer)

Position Purpose & Summary: [Hand Up Toronto](#) is a volunteer-run charitable organization which aims to support families experiencing food insecurity through the provision of food hampers, basic necessities and information about community resources. The Ad Buyer/Campaign Planner (Volunteer) will play a strategic and executional role in planning, launching, and optimizing paid media campaigns across social platforms. Working closely with the Marketing Director, this role will help drive awareness, engagement, and donations by ensuring our ad strategy is both data-informed and impact-driven. This role is shared with another volunteer on the Marketing team to ensure a reasonable workload of no more than 3 to 4 hours per week.

Location: Virtual

Responsibilities:

- Collaborate with the Marketing Director and team to define goals, audiences, creative direction, and messaging for paid campaigns
- Set up, manage, and monitor ad campaigns across social media platforms such as Facebook/Instagram, TikTok, LinkedIn, and Google Ads
- Optimize ad spend, placements, and targeting to achieve performance goals (e.g., CTR, engagement, conversions)
- Provide clear, insightful reporting that goes beyond metrics to offer recommendations and strategic learnings
- Stay up to date with platform changes, algorithm shifts, and ad trends to inform Hand Up Toronto's paid media best practices
- Work with the Marketing team to ensure visuals and copy align with campaign goals and platform specifications
- Maintain an organized archive of campaign data and performance summaries
- Attend regularly scheduled meetings with the Marketing team twice a month and All-Executive Meetings once a month. Meetings are held 5:30 or later on weekdays (typically Mondays).
- If possible, in-person attendance at a Saturday distribution event in downtown Toronto would be an excellent introduction to our programming

Qualifications:

- Experience managing ad campaigns across major social media and digital platforms
- Ability to interpret ad performance data and provide actionable insights (not just raw metrics)
- Strong technical understanding of ad setup, pixel tracking, A/B testing, and audience segmentation
- Proficiency with tools like Meta Ads Manager, Google Ads, LinkedIn Campaign Manager, and similar platforms
- Knowledge of best practices in nonprofit digital marketing and donor engagement is an asset
- Excellent communication and collaboration skills

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Screening Measures:

- Resume or LinkedIn profile with a brief cover letter outlining why you are interested in this position.
- Interview with the Marketing Director
- Samples of prior campaign work

Support & Supervision:

This role reports to and is supported by the Marketing Director at Hand Up Toronto and will work closely with the Marketing team.

Time Commitment & Scheduling:

- Minimum commitment of 3-4 hours per week
- Biweekly virtual check-ins with the Marketing Team

Risks & Challenges of the Position:

As this role is primarily desk-based, we encourage you to set up an ergonomic and healthy working environment.

Benefits:

- Excellent opportunity to work as part of a highly supportive volunteer team and make a concrete difference in the lives of families facing food insecurity in Toronto
- Gain strategic and hands-on experience running social impact-focused ad campaigns
- Collaborate with a creative and mission-driven team while sharpening your performance marketing skills
- References available upon request after a minimum of three months in the role

To Apply: Hand Up Toronto is committed to fostering a diverse and inclusive community – everyone is welcome and we encourage candidates of all backgrounds and levels of experience to apply.

To apply, kindly email your resume and cover letter to resume@handuptoronto.org. Please add the position in the subject line.