

Volunteer Position Description



Position Title: Email Campaign Writer (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 Email Campaign Writer (Volunteer) will support Hand Up Toronto's outreach and engagement efforts by crafting compelling email campaigns. This role is responsible for creating 1–2 emails per month, managing campaign scheduling, and providing performance analytics. Through strategic storytelling and attention to audience behavior, the Email Campaign Writer will help boost click-through and conversion rates while keeping supporters informed and inspired. This role will be shared with one other volunteer, ensuring a reasonable workload of 3-4 hours per week.

Location: Virtual

Responsibilities:

- Write and edit 1–2 email campaigns per month, aligned with organizational goals (especially fundraising and volunteer recruitment goals), events, and seasonal themes
- Schedule and manage email distribution using email marketing platforms (e.g., Mailchimp, Constant Contact, or similar)
- Develop engaging subject lines, clear calls to action, and relevant content tailored to our audiences
- Understand and segment audiences to increase relevance and engagement
- Regularly check on trending nonprofit, community, or social impact topics to help inform content direction
- Monitor key metrics (open rate, CTR, CVR, unsubscribes) and provide insights for improving performance
- Collaborate with the Marketing Director and Marketing Team to align messaging across platforms
- Maintain a consistent brand voice and ensure all emails follow accessibility and design best practices
- 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:

- Prior experience writing for newsletters, email campaigns, or digital marketing
- Strong writing and editing skills with a knack for persuasive, mission-driven communication
- Familiarity with email campaign tools and analytics dashboards (e.g., Mailchimp, HubSpot, etc.)
- Understanding of what motivates action in different types of audiences
- Open to direction and feedback

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- Organized and deadline-driven with excellent attention to detail
- Knowledge of CTR (click-through rate), CVR (conversion rate), and how to improve them is an asset
- Awareness of trending community topics and seasonal relevance is a plus
- Strong sense of initiative and ability to manage content deadlines independently

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 written content (emails or blog articles)

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 experience in nonprofit digital marketing, email strategy, and campaign analytics
- Build your writing portfolio with real-world, purpose-driven communications
- 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.