



WEB DESIGNER & SEO SPECIALIST

Are you a creative and collaborative individual with a heart to serve the Lord and further His Kingdom through creating web content? Samaritan's Purse Canada (SPC) is excited to announce an incredible opportunity for a dedicated Web Designer & Search Engine Optimization (SEO) Specialist to join our Communications and Creative Services (C&CS) Team!

Samaritan's Purse is a Christian international relief organization providing spiritual and physical aid to hurting people around the world. Since 1970, Samaritan's Purse has helped meet the needs of people who are victims of war, poverty, natural disasters, disease, and famine with the purpose of sharing God's love through His Son, Jesus Christ.

As the Web Designer & SEO Specialist, you'll be responsible for working with members of the Digital team to develop new web content, maintain existing pages, and participate in various digital media projects. This role will provide creative solutions for defined objectives and projects of C&CS by creating digital media assets that meet ministry needs and are consistent with existing SPC branding. Additionally, this individual will design content for Artificial Intelligence (AI) searches and execute SEO best practices to improve the SPC website's organic search result visibility. As an integral member of the C&CS Team, this role will help SPC carry out its mission and objectives through participation in the daily prayer ministry.

The successful candidate will fulfill a full-time permanent position in the Calgary head office. This position includes benefits of life insurance, medical/dental and short-term/long-term disability, RRSP contributions after one year of employment, and 15 vacation days per year to start.

Key responsibilities include but are not limited to:

- Develops and executes link-building strategies to enhance website authority and credibility
- Monitors and optimizes website performance, focusing on site speed and mobile responsiveness
- Analyzes website traffic and user behavior to identify trends and insights
- Tracks and reports on key performance indicators (KPIs) to assess SEO success
- Creates digital content tailored for AI searches, optimizing attention from AI applications
- Adheres to the web development standards and technologies set by the IT department
- Collaborates as part of a cross-departmental web team to create, implement, and measure objectives, while determining priorities
- Works with the web team to identify opportunities for improving the web user experience to meet organizational goals
- Assists in updating content on external-facing websites and landing pages
- Designs and produces digital media for all SPC digital properties using sound design principles, including videography, typography, and graphic illustration
- Coordinates with the International Headquarters' Communications staff to ensure consistency in branding and messaging across organizational websites
- Ensures that web design aligns with marketing materials, including print, social media, email marketing, and advertising

Qualifications:

- Qualified applicants must be committed to Christian values and precepts and be in agreement with the Samaritan's Purse Statement of Faith
- Bachelor's degree or college diploma in a design-related discipline, with a minimum of 5 years of interactive digital/web design experience, or an equivalent combination of education and experience

Note: Staff must be in agreement with the Samaritan's Purse Statement of Faith and be committed to Biblical values, precepts and conduct. We thank all applicants for their interest; however, only qualified candidates will be contacted for an interview.

No phone calls please.



- Proficient in Microsoft Office Suite, WordPress, Adobe Creative Suite (including Photoshop), typography, design, and basic graphic illustration techniques
- Comprehensive knowledge of coding languages, including HTML, CSS, and JavaScript/jQuery
- Extensive understanding of progressive enhancement techniques, including animation and effects using CSS or JavaScript, media queries, and responsive design
- In-depth knowledge of implementing SEO techniques and designing for AI
- Capable of writing routine reports and correspondence
- Skilled in web standards and web optimization
- Well-versed in monitoring current trends, technologies, and approaches in digital marketing
- A quick learner who can introduce new web optimization techniques into digital marketing design initiatives
- Works effectively, both individually and as part of a team, in a fast-paced environment with competing priorities
- Efficient, proactive self-starter, able to work within tight deadlines and adapt to rapid changes in a fast-paced setting
- Superior attention to detail, strong work prioritization, and excellent time management abilities

Contact Information:

To respond to this opportunity, please forward your resume together with a cover letter [detailing your passion for Christian ministry employment](#) to:

Attention: Human Resources
20 Hopewell Way NE, Calgary, AB T3J 5H5
Email: employment@samaritan.ca

Application Deadline: Open until a suitable candidate is selected.

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