

Title: Manager, Digital Marketing and Communications

Status: Full time

Reports to: Vice President, Community

St. Joseph's Health Centre Foundation is an innovative fundraising organization committed to connecting with our west end community and supporting our St. Joe's Promise to look after the unique health needs of our 500,000 neighbours. This Promise is rooted in a century-long tradition of community care begun in 1921 by our Founders, the Sister of St. Joseph.

We have grown in recent years to be a leading community hospital foundation with a dedicated team, and a strong and engaged board of directors. In 2019, we announced reaching a milestone of \$100M raised through our Promise campaign.

Position:

The Manager, Digital Marketing and Communications will be a key member of St. Joseph's Health Centre Foundation team and reports to the Vice President, Community. This person has a positive attitude and enjoys learning new skills. S/he thrives in a dynamic atmosphere and working on a range of projects.

The candidate has a minimum of 5 years of work experience, preferably in the charitable sector. S/he is personable, flexible, adaptable to change and easy to work with - a strong team player. This is a hands on job for a hard worker who likes a challenge and looks for opportunities. S/he also works with the full Foundation team, the Health Centre and the Foundation's suppliers. S/he actively supports the Foundation's events, annual, community, major gift and planned giving programs.

S/he is someone who knows the west-end community well and use those insights to lead the conception, execution and measurement of our digital and social engagement strategy in order to drive awareness of and support for St. Joe's.

Roles & Responsibilities

- Develop and execute the Foundation's digital communications plan: provide strategic input, write and source content using best practices, implement and analyze results for ongoing improvement
- Create engaging social media plan and manage social media presence, e.g. related content (paid and organic) to build relationships and drive engagement
- Oversee the Foundation's website and digital assets update and create new content
- Build and Support Event websites/participation through Pagebuilder/Team Raiser
- Manage the Foundation's online fundraising & marketing: create online donation forms, build event pages, incorporate A/B testing, send e-blasts, build surveys
- Manage Google Dashboards, Ads Grant and Ads and analyze digital data to draw key recommendations around website and campaign optimization
- Support the design of small projects such as sponsorship presentations, invitations, flyers

- Write content for the website, monthly e-newsletter, social media
- Take photos and shoot/edit short digital video clips
- Understand digital landscape as it relates to fundraising and identify trends and opportunities to drive traffic and engagement.
- Support the adoption and use of leading tools and practices, incl. leading team training and demos

Qualifications

- Passion for healthcare and helping to improve the west-end community
- University or college degree in public relations, digital marketing or communications
- Five + years of related digital experience – agency or non-profit experience preferable
- Experience working on a small, high performing team is an asset
- High level experience building, designing and revising webpages in Wordpress
- Proficiency on key social media platforms (Facebook, Instagram, LinkedIn and Twitter)
- Experiencing managing paid social media campaigns
- Understanding of digital landscape and trends as it relates to fundraising
- Proven ability in understanding and reporting analytics and data (Google Analytics Certification) as well as other digital tools to identify trends, set goals, report on performance and modify content.
- Strong written communication skills with exceptional attention to grammar and spelling
- Strong history using Powerpoint and Adobe Creative Cloud (Indesign, Photoshop, Illustrator, Premiere Pro, Spark)
- Familiarity with digital tools (Hootsuite) and advertising tools (Google Ads and Ads Grants. (Google Ads certification preferred)
- Experience with Blackbaud's Luminare Online and TeamRaiser
- Web development and knowledge of HTML a must
- Experience with videography and editing software such as Adobe Premiere Pro/Rush
- Interest in photography (using a DSL camera)
- Highly organized and must be able to juggle multiple projects at the same time
- Must be available to work occasional evenings and weekends for fundraising and donor events

If you feel that you would be a great fit for this position and foundation, we invite you to apply by 5:00pm (EST) on July 30, 2021 via the Unity Health website: <https://unityhealth.to/careers/>

Applications will be reviewed on an ongoing basis before the application deadline closes. We thank all applicants for applying, however, only qualified candidates selected for an interview will be contacted.