



We're looking for a
DIGITAL MEDIA & MARKETING OFFICER
Full-time, Permanent

We are...

- A dynamic fundraising organization committed to raising funds and awareness to enhance health and wellness in our community
- A passionate team of staff and volunteers that have worked together to raise more than \$140 million in the 31-year history of the Foundation
- An organization that is preparing for our next stage of growth and the launch of our next campaign project

The Digital Media & Marketing Officer...

- This position will be ideal for someone with high energy, a flexible schedule and the ability to juggle a variety of tasks and deadlines and not break a sweat
- We are a small but mighty team and this position encompasses fundraising, marketing, and events
- If you are a social media whiz, can manage and update a website with your eyes closed, and have demonstrated writing talent, we want to hear from you!

Applicants should send a resume, cover letter, and writing sample - including salary expectation - by **July 22, 2019** via email to Vicki Brydon - Director, Public Relations at vicki@pahfoundation.ca. We thank all applicants for their interest, however only those being interviewed will be contacted.



Job Profile

DIGITAL MEDIA & MARKETING OFFICER

Summary of Role:

- Responsible for designing and implementing the social media strategy to align with the Foundation's public image and goals
- Works collaboratively with foundation departments to achieve foundation's strategic goals
- Ensures a very high standard of customer service

Reports to:

- Director, Public Relations
with a secondary report to Director, Philanthropy

Direct Reports:

- None

RESPONSIBILITIES

Digital Media:

- Develops and executes Foundation's social media strategy that communicates the Foundation's brand in a positive and authentic way to attract connected users and encourages the community to participate
- Creates, curates and shares daily content (original text, images, video or HTML) that creates and leverages opportunities for engagement in the community
- Works collaboratively to maintain strong alignment between the communications, administration and the foundation's fundraising programs
- Conducts marketing research and tracks and measures Foundation's social media marketing activities
- Participates in marketing initiatives and supports the delivery of campaigns as needed
- Sets up and optimizes the Foundation's presence within each social media platform to attract and interact with targeted virtual communities
- Moderates all user-generated content and responds to posted feedback and refers to supervisor or other managers for direction when appropriate
- Monitors social media trends in tools, applications and content, and appropriately applies that knowledge to Foundation's social media strategy and design



- Suggests new ways to attract prospective donors , like promotions and competitions
- Implements the foundation's day-to-day digital communications plan, including, but not limited to:
 - Developing an optimal posting schedule, considering web traffic and customer engagement metrics
 - Website updates and redevelopment
 - Coordinating video productions
 - Liaising with vendors on all digital related items

Marketing/Communications:

- Works with the Director, Public Relations in the planning and implementation of publicity and promotions for Foundation programs, services and events
- Prepares, drafts, proofs and/or edits content for Foundation material, including brochures, articles, newsletters, press releases, speeches or other writing projects as assigned. Ensures communication guidelines are followed, including the principles of clear language
- Prepares and distributes electronic communications, including emails and/or newsletters, impact reports as a follow up to direct mail or donor campaigns
- Assists with Foundation special event programming as required
- Collects and reports monthly statistics; prepares statistical reports as required

Fundraising:

- Project manages the direct mail program with vendor including case selection, data segmentation, overseeing the creative, website updates/integration, e-newsletters, social media outreach, gift processing and performance analysis

EDUCATION AND EXPERIENCE

- An undergraduate degree or diploma in new media, communications, marketing, journalism, or equivalent combination of education and experience
- Experience in social media marketing
- 3+ years of experience in the digital communications and marketing field; not-for-profit experience considered an asset
- 3+ years writing and editing experience

KNOWLEDGE, SKILLS AND ABILITIES

- Superior understanding of applied communication principles and practices
- Strong ability to think strategically, critically and creatively
- In depth knowledge of SEO, keyword research and Google Analytics
- Ability to deliver creative content (text, image and video)
- Strong ability to grasp future trends in digital technologies and act proactively



- Strong command of the English language, including superior editing and proofreading skills and ability to write well and persuasively
- Strong knowledge of design, composition, and production
- Demonstrated skills in photography, a plus
- Exceptional interpersonal skills including good judgment, diplomacy, sensitivity and tact
- Demonstrated initiative and follow through
- Can-do attitude with flexibility to work weekends and evenings as required
- Exceptional time management and multitasking skills
- Ability to collaborate and work effectively as part of team
- Strong computer skills with proficiency with Microsoft Office Suite
- In depth knowledge of social media environment and website platforms
- Ability to manage multiple projects, deadlines and priorities
- Results and solutions orientated
- Strong attention to detail
- Flexibility and adaptability