



Content Specialist Career Opportunity (6-month contract)

About Children's Health Foundation

Children's Health Foundation believes that children and their families in Western Ontario deserve the best possible care and the most possible hope when faced with a serious health issue. The Foundation calls on caring people to help strengthen and transform the health care experience in our region.

Donations fund cutting-edge equipment, care enhancing programs and ground-breaking paediatric research at Children's Hospital in London, TVCC (formerly Thames Valley Children's Centre) and Children's Health Research Institute. The Foundation ensures better childhoods for kids facing challenges and serious health issues and hope, relief and support for those who love them.

Donations to Children's Health Foundation impact more than 56,000 children each year, across Western Ontario, from Windsor to London and Kitchener-Waterloo, and north to Thunder Bay and beyond.

Children's Health Foundation is committed to building excellence, transparency and accountability in all areas, including governance, finances, fundraising, staff management and volunteer involvement.

About the Opportunity

Children's Health Foundation has a full-time 6-month contract position within their Marketing and Communications Team due to maternity leave. There is possibility of an extension of the contract. As a curious self-starter and strategic creator, the Content Specialist sparks connections with our external audiences through social media, email, web and more.

Adept at all things digital, the Content Specialist is crafty, nimble and analytical. They are passionate about telling our stories and organizing a communications calendar to support foundation events, fundraising campaigns and general every-day connections with our audiences using a variety of tools and resources.

Key Responsibilities and Accountabilities:

50% - CAMPAIGNS AND EVENTS

- Works with teams across the organization and assists in the development and execution of digital marketing plans and critical paths for fundraising campaigns, partner initiatives and foundation events.
- Coordinates with team members to gather images, logos, statistics and content to use in various creative projects.
- Plans and creates strong and engaging integrated content for various demographics across multiple channels.
- Creates content for a variety of platforms including blogs, websites, and social media, proofreading and editing content before publishing.
- Works alongside the graphic design and storytelling specialists to create engaging, emotional and eye-catching content.

40% - DIGITAL AND SOCIAL MEDIA MARKETING

- Builds and engages Children's social media presence, creating fun and interactive content that helps bring our community closer to the cause.

Content Specialist Posting

- Manages the foundation social media calendar across various platforms including Facebook, Instagram, Twitter, LinkedIn and YouTube.
- Tracks key indicators for the foundation's social media channels and performance metrics for specific communication campaigns.
- Manages all social inboxes, responding to any questions or issues or risks that arise, with support from the Manager, Marketing and Direct Response.
- Keeps up to date with content trends, consumer preferences, and advancements in technology.
- Ensures message alignment with Children's Hospital, TVCC, and Children's Health Research Institute

10% - MISCELLANEOUS

- Assists the Manager as needed with other communications initiatives and duties as required.
- Conducts ongoing research into best practices, trends, and creative tactics across digital and fundraising channels.
- Assists at in-house events, including logistics and on-the-ground social media posting.
- Identifies, establishes and manages professional relationships with partners and patient families communicating compelling stories for the purpose of marketing the Foundation to a variety of audiences.

Required Skills & Knowledge:

- Formal training in communications (e.g. degree or diploma in digital marketing, creative or professional writing, communications, media studies, etc.)
- Ideally, a minimum of 1-3 years of related work experience.
- Some knowledge of user experience and best practices for website, print, video, email, and social media marketing with some basic knowledge of HTML and CSS with the desire to learn more.
- Experience using online content management systems (Wordpress), content editing software (Adobe Photoshop, InDesign, Premier and Illustrator) data analysis platforms (e.g. Google Analytics) and Microsoft Office suite.
- Strong understanding of content practices such as SEO, SMO, and PPC.
- Ability to use data to draw out actionable insight to improve social media and stewardship strategies.
- Excellent project management skills with ability to manage multiple tasks and priorities and meet critical deadlines.
- Strong organizational, interpersonal and communication skills. Ability to condense and package information in a visually appealing and logical manner.
- Able to work independently as well as in a team environment.
- Knowledge of online giving/event promotion strategies an asset.
- Experience with Luminare or other online fundraising management software is an asset.

While this role will work alongside the Graphic Design and Storytelling Specialists, the Content Specialist should have an eye for design and should have adequate written communication skills with the ability to write in both journalistic and digital marketing styles.

Team Commitment & Work Conditions:

- A belief in the mission of Children’s Health Foundation and commitment to their values.
- This position offers a combination of being office-based and working remotely.
- Evening and some weekend work may be required to meet deadlines or attend events.
- Some local travel may be required; the incumbent must possess a valid driver’s license and have use of a vehicle.
- All CHF staff are required to be fully (2 doses) vaccinated against COVID-19, unless they have a valid medical exemption.
- A Vulnerable Persons Police Check is a requirement of employment.

Salary Range

The Content Specialist annual salary range is between \$45,000 to \$55,000.

You are invited to submit a confidential letter of application and resume to careers@childhealth.ca by June 27, 2022. Please quote “Content Specialist” in the subject line.

It is Children’s Health Foundation policy to comply with all applicable laws and regulations which prohibit unlawful discrimination because of race, religion, creed, colour, national origin, sex, sexual orientation, age, disability or marital status or any other protected class.

No phone calls please. While we wish to acknowledge all candidates, only those selected for an interview will be contacted.