



Content Specialist Career Opportunity

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

A dynamic and supportive group, the team at Children's Health Foundation is seeking a person with strong communication skills and a passion for inspiring support in our region for children and families facing serious health issues.

The Content Specialist is a curious self-starter and strategic creator, who – as an ambassador for Children's Health Foundation – sparks connections with our external audiences through social media, email, web and more. Adept at all things digital, the Content Specialist has a basic knowledge of design principles, spelling and grammar, and video-editing, while being crafty, nimble, and analytical. As a member of the Marketing and Communications Team, they are passionate about telling 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.

Reporting to the Manager, Marketing and Communications, the ideal candidate will be personally aligned with the Foundation's values of Gratitude, Respect, Excellence, Authenticity, and Trust. Specifically, they will be

- highly motivated with a superb work ethic and able to work independently and as part of a team.
- thorough, accurate and pay attention to detail in all aspects of their work.
- able to build strong relationships and have exceptional communications skills, a tactful and diplomatic communicator both verbally and in written word.
- organized with strong analytical skills, creativity, and excellent time management abilities.

Ideal Candidate Profile

- Formal training in communications (e.g. degree or diploma in digital marketing, creative or professional writing, communications, media studies, etc.)
- A minimum of 1-3 years of related work experience.

Content Specialist Job Posting

- Foundational knowledge of user experience and best practices for website, print, video, email, and social media marketing with some basic knowledge of HTML and CSS.
- Experience using online content management systems (Wordpress), content editing software (Adobe Photoshop, InDesign, Premier and Illustrator) and 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.
- An eye for design written communication skills with the ability to write in both journalistic and digital marketing styles.
- Video creation and editing experience required.
- Knowledge of online giving/event promotion strategies an asset.
- Experience with Luminare or other online fundraising management software is an asset.
- Familiarity with Raiser's Edge/NXT and database management skills is highly desirable.

Key Responsibilities and Accountabilities

- 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.
 - Plans and creates strong and engaging integrated content for various demographics across multiple channels, including blogs, websites, and social media.
 - Assists at in-house events, including photography, videography, logistics and on-the-ground social media posting.
- 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.
 - Manages and reports on the foundation social media calendar tracking key indicators and performance metrics.
 - Ensures that SEO and SMO strategies are effectively implemented.
 - Manages all social inboxes.
 - Keeps up to date with content trends, consumer preferences, and advancements in technology.

Requirements

- The nature of the work is such that evening and some weekend work may be required to meet deadlines or attend events, on approval of the supervisor.
- All Foundation staff are required to be fully vaccinated against COVID-19 unless they have a valid medical exemption.
- A Vulnerable Sector Check is a requirement of employment.
- This position offers a combination of being office-based and working remotely.
- Some local travel may be required; the incumbent must have access to transportation.

Salary Range

The Content Specialist annual salary range is between \$45,000 to \$65,000.

You are invited to submit a confidential letter of application and resume to careers@childhealth.ca by May 1, 2023. Please quote "*Content Specialist Application*" 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.