

Marketing Officer – Digital Management and Content Creation

THE OPPORTUNITY:

Are you someone who thrives on being creative, and has a passion for creating content that pushes organizations forward? Do you have experience in photo, video and graphic design mediums with a proven portfolio that exemplifies your individual style? Are you a go-getter who thrives on creating strategic digital / social media plans and has experience organically managing online social profiles? If so, London Health Sciences Foundation (LHSF) is looking for a dynamic, energetic and experienced **Marketing Officer – Digital Management and Content Creation** to continue expanding our organization's brand and reach within our community and abroad. Reporting to LHSF's Director, Marketing and Communications, the Marketing Officer – Digital Management and Content Creation actively develops and executes a full range of marketing and communications material to support a variety of fundraising programs and initiatives, more specifically, dynamic creative assets along with the management of LHSF's digital organic platforms.

The Marketing Officer – Digital Management and Content Creation can seamlessly move between multimedia mediums (video, photography, graphic design), and works closely with the Marketing and Communication team, along with other teams at LHSF in a cross-functional manner. The Marketing Officer – Digital Management and Content Creation is passionate, confident, enthusiastic, engaged, and eager to work as part of a team committed to delivering industry-leading visuals and content in the health care philanthropy landscape. On top of this, their responsibility is to develop a clear and compelling organic social presence for LHSF. This role will work together with the organization's vendor of choice for cinematic video work along with paid digital marketing campaigns to ensure organic and paid social marries together perfectly.

Reports to: Director, Marketing & Communications

IDEAL CANDIDATE PROFILE

Skills / Experience / Qualifications:

- Post-secondary education, diploma or undergraduate degree required, in videography, photography, content management or other related fields and/or equivalent experience
- Three (3) to (5) years related experience in communications and marketing, public relations, business communications or journalism required
- Demonstrated experience in content creation (photography, videography and graphic design)
- Demonstrated experience in digital marketing including social media campaigns/management and measuring impact, web development, web analytics and reporting
- Demonstrated proficiency with computer programs such as Microsoft Office (Word, PowerPoint) required, and web publishing experience preferred
- Strong interpersonal and relationship building skills and the ability to work in a respectful, cooperative team environment
- Effective time management, organization skills and the ability to manage multiple tasks with similar deadlines without compromising quality or accuracy
- Proven project management skills
- Strong verbal and written communications skills and proof-reading experience
- Demonstrated ability in professional communications, (proposal

writing experience an asset)

- Demonstrated ability to think strategically and analytically
- Demonstrated accuracy and strong attention to detail
- Experience working with HTML, Photoshop, InDesign and CSS an asset
- Ability to work well independently and with a team

Functions/Duties: *(not in priority order or percentage of time)*

- Develops, curates and deploys all organic and paid digital content
- Deploys digital advertising campaigns through Google, FB, Instagram
- Proactively monitors, manages and updates LHSF website
- Manages and improves SEO and Keyword Advertising
- Proactively tracks analytics to find new opportunities to enhance our digital footprint
- Continually assesses market trends to ensure LHSF is deploying the latest digital strategies and tactics.
- Conducts social media audits to ensure LHSF is executing best practices
- Works with community partners and LHSC's social contact to bolster content cross-platform
- Coordinates with the development team to create digital marketing campaigns
- Develops and executes email marketing campaigns
- Champions best practices to support digital marketing, email and communications plans
- Works closely with Senior Marketing Officer - Design to develop stunning and captivating content across platforms.
- Completes a full digital asset audit and dramatically improves the utilization of content across various portfolios
- Develops strategies to drive engagement and build community, engaging and interacting with followers and supporters
- Tracks content performance, discovering, and implementing actionable insights
- Develops strategy for expanding onto new potential social platforms
- Coordinates the digital content calendar, partnering with relevant internal stakeholders, to write, produce and publish content on a regular basis.
- Ensures content is being created/promoted in a way that will deliver optimal results.
- Works closely with colleagues to support strategic marketing initiatives via all digital channels.

Other Responsibilities

- Works as a team player promoting a positive and professional work environment.
- Conduct role with integrity and respect.
- Ambassador within Community representing the Hospital and Foundation.
- Abides by the policies and procedures of the LHSF and LHSC.
- You will need to provide documentation of completed COVID vaccine series (two vaccines), prior to starting your employment with LHSF.
- Abides by the *Occupational Health and Safety Act*, work in a manner that is safe and reports incidents immediately to direct supervisor.
- Other duties as assigned from time to time in order to meet the overall goals and objectives of the London Health Sciences Foundation.

To apply for this position please submit a resume, portfolio examples of video, photo and graphics work and a cover letter detailing your experience to Nancy Foran, Executive Assistant, nancy.foran@lhsc.on.ca

DEADLINE TO APPLY: 5:00 pm on Friday, October 22th

ABOUT LONDON HEALTH SCIENCES FOUNDATION (LHSF)

As the charitable arm of London Health Sciences Centre (LHSC), we at London Health Sciences Foundation (LHSF) strive to enhance the standard of care for patients at our hospital. With your generosity, we support the development of critical initiatives such as ground-breaking research, state-of-the-art equipment, specialized care with personalized treatment options and the education of our next generation of clinicians.

It is through the hope and kindness of our donors that the health and lives of patients at LHSC are impacted, today and tomorrow. We are committed to honouring your compassion with acts of gratitude, stewarding with respect and reporting with honesty, transparency and accountability.

On behalf of LHSC, the communities it serves, and the individuals whose lives are impacted by its work, we:

- **Nurture** kindness and empathy with initiatives that help those in need, today and tomorrow.
- **Champion** gratefulness with legacy choices and commitments that can transform lives.
- **Inspire** optimism with meaningful relationships and creative partnerships.
- **Serve** as trusted stewards committed to responsible, respectful cultivation and engagement of our donor community through accountability, reporting, acts of gratitude and milestone celebrations.

Our Beliefs

You are the difference.

Your hope creates possibilities. Your compassion generates strength. Your commitment builds resilience. Because you believe, others thrive.
Making a difference for another person is both noble and joy filled.
It matters deeply.

We honour your kindness and empathy...

With initiatives to help those in need, today and tomorrow.

We fulfill your gratefulness...

With legacy choices and commitments that can transform lives.

We celebrate your optimism...

With meaningful relationships and creative partnerships that prove there are no boundaries to what can happen next. But it's you – your heart and spirit – who creates the dignity, the support and the love that enriches the lives of your family, your friends, your neighbours and your community.

You choose to care.

We're here to serve that choice and the powerful difference it will make.