



Digital Marketing Specialist

Background

The University Hospital Foundation believes in the power of generosity to save and change lives. The Foundation raises funds to ensure patients at the University of Alberta Hospital, the Mazankowski Alberta Heart Institute and the Kaye Edmonton Clinic have access to the latest advancements in medical technology and innovative patient care.

As a result of very generous individuals and community support, we have raised more than \$150 million in the last 10 years to support patient care, advanced technology and clinical research. We are proud to be included among the most efficient and high performing healthcare philanthropies in North America by the Association of Healthcare Philanthropy.

www.GiveToUHF.ca

Role

Reporting to the Director, Communications and Special Projects, this position will oversee content development and distribution on multiple platforms. Their skills in writing, editing, and grammar will make them a good editor and finisher. This person will possess the ability to use HTML to post website content, and social posts. A thorough understanding of SEO and SMO, plus an interest in analytics and reporting will be required.

The ideal individual will be passionate about all forms of online marketing (search, display, mobile, video etc.) and enthusiastic to champion the integration of online activity into the rest of the Foundation's work. Candidates must thrive in a philanthropic environment.

Responsibilities

- You lead the coordination and editing of content for social properties, websites and blogs, using keywords and personal research to coordinate content and meta-data activities.
- You post on social properties including Google+, Facebook, Twitter, LinkedIn and more, and you nurture communities on these platforms as required.
- You develop eblasts and eNewsletters to engage and update our donors, supporters and online community.
- You may be responsible for managing direct reports
- You support other communications works as directed by the Director, Communications and Special Projects

Technical Skills

- Basic/intermediate HTML 5 and ability to update blogs and web pages with HTML
- Basic/intermediate courses in Adobe InDesign, PhotoShop, and Illustrator
- Understanding of Google analytics, ability to generate, analyze & interpret data
- Experience with developing and overseeing SEO audits and AdWord campaigns
- Proficient in Microsoft office applications: Word and Excel required
- Proven knowledgeable, strategic social media user

Knowledge & Abilities

- Strong working knowledge of communication principles and practices
 - Excellent oral, written and interpersonal communication skills with strong writing and editorial abilities
 - Exceptional flexibility, proven ability to manage multiple projects at one time and keep on deadline
 - Thrives in a fast paced environment: highly organized and able to prioritize
 - Must be able to work both independently with minimal supervision and as an integral part of a team
 - Must have high attention to detail, and precise accuracy
 - Problem solving ability: strategic thinker, able to analyze reporting data and identify opportunities for improvement
 - Ability to develop and maintain strong professional relationships with internal and external stakeholders and to work effectively with a range of colleagues and stakeholders
 - Ability and desire to be an influential digital communications expert within the organization
 - Strong desire for continuous learning and self development
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- Ability to maintain confidentiality and discretion

Qualifications

- Advanced or Native English language skills
- A degree in Communications, Public Relations, Journalism, English or related discipline or a two (2) year diploma program in web applications, web design, web writing or related discipline
- A minimum of two (2) years of experience in a website content coordination role or similar
- Applicants may be tested
- Writing samples will be required

Applicants

Applicants must be willing to take Google AdWords Advertising Basics and Display Advertising certification for Google Partners within 60 days of hire; studying is on your own time.

To apply for this posting, please follow the link below to upload your resume and cover letter. You will also be asked to complete a Culture Index Survey, which will help us to get to know you better and assess your fit for this position.

<https://ciims.cindexinc.com/job/8921da>