



Job posting

Digital marketing advisor

Helping to give all kids the best chance to live a long and healthy life — that's what we do at the Stollery Children's Hospital Foundation. Is that what you want to do, too?

The position

Strategy meets creativity when you're part of our marketing & communications team.

You're a true collaborator who's skilled at working across teams to support diverse fundraising needs. You're a talented digital writer who can keep it tight, light and bright as you share impact and engage with our community of supporters. You're a quick thinker and even quicker on your feet as you skillfully manage competing priorities. And at the heart of it all, you're a genuine digital storyteller who's passionate about stories that educate, inspire and motivate.

From developing and executing targeted digital marketing for annual fundraising activities to writing compelling content and managing our social media accounts and web presence, you're a strategist who knows how to reach the right audiences, at the right time, in the right way.

Everything we do is for Stollery kids and their families. As a member of our award-winning creative team, you'll work in a trust-based, collaborative culture, with solution-focused team members who encourage ideas, take initiative, embrace change and celebrate successes.

The Stollery Children's Hospital Foundation is strongly committed to an inclusive, respectful and equitable workplace that represents the communities we serve. We value applicants with a diverse range of skills, experiences and competencies, and especially welcome applications from racialized persons/persons of colour, Indigenous Peoples, persons living with disabilities, LGBTQ+ persons and others who may contribute to the further diversification of ideas.

Key responsibilities

Reporting to the vice-president, marketing & communications, you will:

Digital content creation and online marketing

- Pitch, develop and implement creative, targeted content marketing strategies to increase brand awareness, donor engagement and online fundraising in support of annual business plan goals
- Apply industry best practices to create timely, accurate and compelling digital content including video and interactive media to reach key audiences and influence stakeholder behaviour
- Create and implement annual digital marketing plans to effectively promote events and campaigns, and to help increase online donations and peer-to-peer fundraising
- Integrate Foundation marketing materials across all digital platforms as required
- Create and maintain an annual social media publishing schedule to manage content and prioritize the volume of requests
- Oversee the Foundation's email marketing schedule, including but not limited to drafting newsletter content, direct mail email strategy, largescale email communications, etc.
- Lead or provide support to digital marketing systems projects directly related to the digital transformation strategy including website upgrades and builds, marketing automation tools, and content management and content marketing solutions



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- Work directly with vendors, including web domain support and digital marketing firms, to improve SEO and web mobility, and to increase the effectiveness of online-based digital technologies
- Track and report on analytics to evaluate the effectiveness of digital marketing strategies
- Maintain accurate communications records of all digital materials produced by the Foundation

Project management

- Manage, co-ordinate and/or support approved projects for teams needing M&C support to ensure timely delivery of service and quality outcomes
- Act as the M&C lead for various projects, including Foundation events, initiatives and campaigns
- Develop and share communication plans to identify project expectations, tactical requirements and measurable objectives
- Manage projects from concept to completion, providing needs-based customer service within tight deadlines, receiving and implementing creative direction, and working successfully as a technical liaison with Foundation members and digital partners
- Co-ordinate production of digital assets with M&C colleagues and both internal and external vendors as required to ensure timeliness and quality
- Track and measure project management progress using effective digital marketing tools and database management systems
- Collaborate with Foundation teams to explore new fundraising opportunities and to communicate the impact of donor contributions on children's health

Writing and editing

- Research, write and copy edit timely, engaging, targeted communications materials including web copy and digital ad copy using the Canadian Press style guide
- Align materials with the Foundation's brand standards and use communications best practices to reach and influence target audiences

Other

- Serve as a Foundation representative on various internal and external committees as needed
- Contribute to other marketing and communications projects as needed
- Develop and nurture relationships with external stakeholders (e.g., photographers, videographers, Stollery Children's Hospital/Alberta Health Services/University of Alberta staff) for content curation
- Actively promote, participate in and be an ambassador for Foundation fundraising activities

As our ideal candidate, you're someone who is:

- Educated, ideally with a bachelor's degree or diploma in public relations, communications digital media a combination of equivalent skills and experience
- Able to demonstrate knowledge of communications best practices and has a minimum of three years of related experience



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- An innovative digital storyteller with advanced skills in online marketing and social media management tools such as Sprout Social and Hootsuite, SEO software, Google AdWords, Google Analytics and Google Tag Manager
- Highly skilled in project management with an ability to take a project from concept to completion
- Able to demonstrate excellent organizational and time management skills
- Experienced in Blackbaud NetCommunity or similar email marketing tools, and Raiser's Edge or similar donor management systems
- Experienced in WordPress, HTML and CSS, and has an advanced understanding of web design and web production processes
- Able to thrive in a dynamic, deadline-driven environment, carrying multiple projects at once
- Able to work collaboratively with a variety of internal and external stakeholders, with strong oral communication and presentation skills
- Flexible and adaptable to changing circumstances and unexpected issues
- Positive with a solutions-focused attitude that can take initiative and work independently
- Able to work through sensitive situations
- Curious, approachable, self-motivated, accountable, flexible, tactful, professional
- An active member of CPRS or IABC (an asset)
- Passionate about children's health and building grassroots movements
- Able to work outside regular hours to support Foundation events

Additional information

- Our successful applicant will be required to undergo a background and credit check
- Our successful applicant will be required to maintain a valid driver's license and access to a properly insured vehicle

If this position describes you and you're motivated to make a difference in the lives of children, we invite you to submit your cover letter and resumé. This position will remain open until June 21, 2023 or until we find a qualified candidate who's a great addition to our culture.

To apply, please email: jobs@stollerykids.com

**** Enter "Digital marketing advisor" in the subject line.**