



Jewish
General
Hospital
Foundation

DIGITAL MARKETING SPECIALIST

ADVANCEMENTS IN HEALTHCARE ARE MADE HERE.

Since 1969, the Jewish General Hospital Foundation has been a vital source of support for the JGH – among the top 3 hospitals in Quebec*—to enhance its extraordinary patient care, further scientific discovery, and transform healthcare delivery through innovation. We partner with inspired community members to implement a wide variety of fundraising initiatives to achieve these ambitious goals.

As our **Digital Marketing Specialist**, you will join a vibrant team of professionals and an organization committed to empowering you to take on a pivotal role in this vital ecosystem. Together, we continue to enable awe-inspiring medical breakthroughs and drive the Jewish General Hospital forward—for the betterment of all Quebecers and beyond. Join us!

THE OPPORTUNITY

Drive our story. Build community. Lead the way forward. Make a difference. Looking to apply your extensive marketing expertise to a cause that directly impacts the health of thousands of patients daily? Look no further.

Working under the guidance and support of the Director of Marketing and Communications, the **Digital Marketing Specialist** will support the Marcomm team with all digital marketing and communication initiatives and activities. We're looking for a teammate who is well-versed in digital media, including social media and email marketing.

YOUR DAILY FUN

- Plan content initiatives according to our donor personas and the stages of the donor's journey – you will help develop and execute the content strategy.
- Collaborate with our internal Marcomm experts and freelancers to write, edit, and proofread content to engage our audience through our website, email marketing, social media, monthly newsletter, etc.
- Develop, implement, track and optimize the digital marketing activities across all communication channels to support the growth and objectives of the JGH Foundation.
- Report performance of all digital platforms and campaigns, including preparing campaign and impact performance summaries and providing recommendations for continual improvement based on results and ROI.
- Work with the Marcomm team to prioritize a “digital-first” mindset and identify opportunities to promote engagement and elevate our brand identity.
- Work closely with other teams at the Foundation to support their initiatives by developing marketing collateral specific to their projects and events.

- Work collaboratively with the Hospital's Public Affairs team to identify and coordinate opportunities to optimize engagement and visibility in support of the Foundation's communications, marketing and fundraising objectives.
- Curate content for the Foundation website, microsites and peer-to-peer fundraising sites, ensuring that all our SEO/SMO is optimized.
- Oversee photoshoots, video production, and other promotional material for various communication channels, including social media and our website.

QUALIFICATIONS AND REQUIREMENTS

- 3+ years of experience developing content for digital platforms
- Bachelor's degree in marketing or related field
- Demonstrated knowledge of web programs and social media networks, including Google Analytics, Google Tag Manager, Facebook, Twitter, Instagram, YouTube, LinkedIn and social media management systems (Hootsuite)
- Superb time-management and organizational skills
- Knowledge of SEO/SEM best practices
- Demonstrated web design capabilities, including knowledge of HTML and CSS
- Excellent communication skills in both English and French (written and spoken).
- Firm grasp of current marketing tools, software and strategies.
- Ability to work autonomously and handle multiple projects simultaneously
- Proficient in Microsoft Office, Teams and Wrike
- Knowledge of Blackbaud software is an asset (Luminate Online and TeamRaiser)

WORKING CONDITIONS

- Regular full-time position (35 hours/week)
- Competitive salary and benefits
- Health, dental and pension plan coverage
- Position to be filled by **June 19**
- Reporting to the Director of Marketing & Communications

DIVERSITY, EQUITY, INCLUSION AND BELONGING STATEMENT

The JGH Foundation is a proud equal-opportunity employer and we are committed to creating an inclusive workplace that allows all of our people to reach their full potential. A diverse team with a genuine passion for our cause is the key to our success and we believe in bringing your whole self to work. We welcome all qualified candidates to apply. However, only those applicants selected for an interview will be contacted.

HOW TO APPLY

Please send your CV and cover letter in confidence to celine.bastien@jgh.mcgill.ca. Only those selected for an interview will be contacted.

*For the fifth consecutive year, *Newsweek* magazine ranked the JGH among the world's best hospitals.

