

## Job description

**Title:** Senior Digital Marketing Officer

### Working Relationships

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**Reports to:** Marketing and Communications Manager  
**Board committee(s):** Fund Development and Marketing and Communications Committee  
**Collaborates with:** Fund Development and Family Programs and Impact teams

### Position summary

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The Senior Digital Marketing Officer supports the implementation of Children's Health Foundation of Vancouver Island's marketing and communications strategy through development and management of digital marketing campaigns, social media strategies, e-newsletters, optimization of the Foundation's website, improvement of the online giving experience, and other responsibilities as required.

### Primary responsibilities

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- Ensure the Foundation's brand image, reputation, and voice are maintained across all platforms according to the Foundation's communications guidelines
- With support from the Marketing and Communications Coordinator, create and post content while maintaining a high level of engagement on multiple social media accounts
- Lead, execute, and monitor digital advertising and lead generation campaigns
- Optimize the Foundation's website for a great user experience and strong SEO, creating content as required
- Enhance the Foundation's online giving experience, including building and testing landing pages
- Build drip campaigns to amplify the donor journey and increase conversion of prospective donors
- Maintain Luminate Online, the Foundation's digital communications platform, while ensuring design standards and adherence to email and web standards
- Work in collaboration with the Marketing and Communications team to incorporate written, video, and photo content for web and social media, and to build, test, and distribute e-newsletters
- Work in collaboration with the Fund Development team to integrate, optimize, and monitor the third party online giving tool and online lead generation system
- Track and report on key metrics and ROI of digital marketing initiatives, including monthly reports for social media and web
- Help plan and carry out Foundation events as needed

- Work collaboratively with the Foundation's key departments including Fund Development and Family Programs and Impact
- Manage contractors (agency and service) productively and efficiently
- Capture and edit video content and ensure video optimization when sharing digitally

### **Core competencies**

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- Communication (*Clear verbal & written communication/Effective listening*)
- Interpersonal skills (*Social sensitivity/Approachability/Building and maintaining relationships*)
- Teamwork (*Sharing information freely/Asking for help/Flexibility to pitch in*)
- Open-mindedness (*Open to others' ways of approaching situations/Works with shared agendas*)
- Accountability (*Follows through on responsibilities and commitments/Reliable and dependent*)
- Confidentiality (*Maintains details appropriately/Shares sensitive information with appropriate parties*)
- Creative thinking (*Sees opportunities for new ways of working/Brings a fresh perspective and identifies unorthodox approaches to situations*)
- Daring (*Comfortable taking risks and trying new things/Being a self-starter and initiating activities/Challenges the status quo*)

### **Required skills and experience**

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- Minimum three years of related experience in digital marketing
- A high level of organizational ability, attention to detail, and ability to manage tight timelines
- Proficiency in social media (Facebook for business, Instagram for business, Twitter, LinkedIn, YouTube)
- Well-versed in managing and optimizing websites
- Demonstrated expertise at building, testing, and distributing email newsletters
- Proficiency with creating and monitoring effective paid Facebook ad campaigns
- Ability to write concise and engaging content for web, social media, and e-newsletters with strong spelling and grammar
- Proficiency in WordPress and HTML
- Familiarity with Blackbaud/Raiser's Edge an asset
- Ability to thrive under pressure in a fast paced and dynamic environment
- Ability to engage with children, youth, and their families living with health challenges

### **Qualifications and education**

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- Post-secondary education, preferably in marketing or communications

### **Working conditions**

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- Full-time position with a 7.5-hour workday/37.5-hour work week Monday to Friday
- Evening and weekend work required at times for events and other activities
- Valid Class 5 driver's license and access to a vehicle required for occasional meetings, events, and presentations across Vancouver Island and surrounding islands
- The successful applicant will live on Vancouver Island or the surrounding islands. A workspace is provided at the Foundation's main office in Colwood. A hybrid work model will be considered.