



Digital Marketing Specialist, Foundation - 1 position	Posting #: 54468
Foundation	Posting Date: February 18, 2025
St. Joseph's Hospital - London, ON	Submission Deadline: March 03, 2025
Full Time	Jennifer Pasichnyk, Human Resources
Non-Union	Salary Range: \$32.63 - \$40.79 /hour

At no other time in history has health care mattered more to Canadians. At St. Joseph's Health Care London, we have a proud legacy of care across a wide variety of medical disciplines serving all ages and stages of life.

Supporting St. Joseph's mission, the Foundation raises philanthropic funds to advance the very best in care, teaching and research. With a strong focus on performance and best practice, and guided by a skilled Board and leadership team, St. Joseph's offers a positive, collaborative team environment and a competitive compensation program. The Foundation is seeking a full-time experienced Digital Specialist

Reporting to the Director of Marketing & Communications, the Digital Specialist has responsibility for ideating, developing and executing data-driven digital marketing strategies and plans across the Foundation's diverse digital platforms.

In doing so, they are responsible for developing projects to create content, and contribute to content creation, they will assist with the planning and testing, and lead the implementation of email marketing campaigns, and publish digital marketing content online (both for web and social). They will measure digital traffic, monitor social media and Google Analytics, and develop and optimize paid advertising campaigns.

Their background in video content creation will be especially important in the creation of videos for annual advertising campaigns and annual events, where they will be responsible for video script creation and support partner video production companies.

They will always keep an eye on data that shows changing trends in digital marketing through research and bring forward recommendations for new and engaging projects to ensure competitive marketing strategies are at the forefront for the Foundation.

They will also lead the development of a new public website and once established lead the strategic content updates to the site. And they will drive innovation by adopting emerging digital marketing technologies and trends.

As part of the Marketing and Communications team, the Digital Marketing Specialist is a highly motivated, organized and detail-oriented individual, who is able to work independently to meet deadlines and handle multiple priorities with tight timelines.

Essential Qualifications

- Bachelor's or master's degree in Marketing, Digital Marketing, Communications or a related discipline.
- Proven experience with digital marketing tools and platforms.
- 5-7 years of digital marketing experience.
- Strong understanding of digital marketing concepts, strategies, and best practices.
- Strong analytical skills and the ability to interpret data to make informed decisions.
- Exceptional writing, editing, proofreading, and research skills, with the ability to communicate messages in a professional and engaging manner designed to generate support.
- Team player who can build strong relationships with different teams.

- Quick learner with exceptional ability to master new concepts and software applications.
- Detail-oriented and effective at managing and prioritizing multiple tasks under a tight schedule.
- Extensive coordination with others is key to this position, so organization and time management are critical.
- Strong attention to detail and rapid problem-solving.
- Excellent interpersonal and organizational skills.
- Excellent computer skills and excellent knowledge of MS Office programs and desktop publishing programs, such as Adobe Creative Suite, Illustrator, InDesign and Photoshop
- Detailed understanding and appreciation for digital marketing, with strong knowledge of industry standards
- Experience developing, managing and implementing digital advertising campaigns and working with industry partners
- Strong experience in script writing and video project management.

Immunization Requirements

- Provide vaccination records or proof of immunity against measles, mumps rubella, varicella (chicken pox), Hepatitis B, COVID-19 and influenza.
- Provide documentation of the Tuberculosis skin testing

Your interest in this opportunity is appreciated.

*Human Resources and Leaders use your profile information to evaluate your application for the vacancies you apply to.
Only those under consideration will be contacted.*