



DIGITAL MARKETING MANAGER JOB DESCRIPTION

Job Overview

Hope & Cope is looking for a highly creative Digital Marketing Manager to lead our digital communications and marketing. In this position, you will be responsible for all aspects of our digital communications and marketing operations. Your central goal is to help grow our brand's influence locally while also increasing brand loyalty and awareness. You will also help shape the voice of H&C over digital channels, helping develop processes and protocols around digital engagement at the organization. The successful candidate will work collaboratively across the organization to develop innovative ways to tell our story, promote our brand and engage our audience.

Your duties will include planning, implementing, and monitoring our digital marketing campaigns across all digital networks. Our ideal candidate is someone with experience in marketing, art direction, and social media management. In addition to being an outstanding communicator, you will also demonstrate excellent interpersonal and analytical skills.

WHAT YOU'LL BE DOING

- Lead the digital communications and marketing portfolio through the planning, execution (where appropriate), oversight and analysis of all aspects of our digital marketing, including but not limited to: email marketing, website CMS and SEO, social media, and display advertising campaigns.
- Work across internal teams to coordinate content creation and distribution to align with organizational priorities.
- Write and edit both compelling and technical content for digital channels, with an emphasis on social media and other marketing.
- Drive engagement on social channels leveraging best practices and analytics.
- Take a leadership role in the redevelopment of our organizational website, and ongoing, create, curate, audit and update digital content in various formats for our website, as required.
- Create and optimize content for paid social media, search engines and lead generation.
- As brand steward, ensure brand consistency across various digital and traditional channels.
- Collaborate with internal teams and facilitate project briefings.
- Ability to edit images (such as infographics, email templates, landing pages, illustration, photography)
- Ability to use creative software to help produce digital content (Adobe Creative Suite and Adobe Premiere, Canva, etc.)
- Assist with other duties as required.

What We Are Looking For

- University or college degree in marketing or similar with 3-4 years of related marketing experience
- Experience in the non-profit sector and/or health care industry/charity is preferred
- Deadline-driven multi-tasker with a attention to detail and autonomous project Management experience
- Proven working experience in social media, digital and email content creation with strong understanding of website CMS and SEO, social, and email marketing
- Email platform experience (e.g. Constant Contact and Mail Chimp)
- Experience with HTML and CSS beneficial
- A passionate communicator with creative storytelling ability and strong marketing copywriting skills
- Basic skills and knowledge of Adobe Creative Suite (Photoshop, InDesign, Lightroom and/or Illustrator) and Adobe Premiere is considered an asset
- An ability to use both data and intuition to inform decisions, as well as a solid understanding of best practices/norms related to digital marketing
- A team player who values an environment of open communication and collaboration
- and demonstrates personal initiative to complete the work
- Ability to operate in a fast-paced environment with changing priorities
- Excellent organizational skills
- Bilingualism is a requirement (English and French)

What You Can Expect from Us

Hope & Cope offers meaningful opportunities to make an impact and join a collective of those committed to realizing our vision of a world where no Canadian fears cancer. We are committed to fostering a culture that is inspiring, supportive and exemplifies our core values:

CARING, COURAGE, INTEGRITY, INNOVATION.

We offer an attractive compensation package that encompasses a competitive salary, excellent benefits and the opportunity to have a rewarding employment experience where your contributions truly make a difference every day.

How to Apply

Qualified candidates are encouraged to submit their **resume** and **covering letter** by **July 31st** to **Lora Tombari: ltombari@jgh.mcgill.ca** We thank all applicants for their interest. Only those selected for an interview will be contacted. No phone calls, please.

Hope & Cope is committed to employment equity and encourages applications from all qualified candidates. H&C will make available reasonable accommodations for people with disabilities upon request.

Seniority Level

Mid-level management reporting to the Executive Director