

External Job posting

Position Title: Manager, Brand and Digital Marketing and Communications

Employment Status: Permanent, Full-Time

Hours of Work/Schedule: Monday to Friday (35 Hours per week)

Position Reports to: Director, Community Relations, and Fundraising

Salary Range: Annualized salary range \$75,000 - \$82,000 is commensurate on skills and experience, plus participation in HOOPP.

Primary Location: Oshawa (*with flexibility to work in other sites as required*)

Organization Overview

Carea Community Health Centre (Carea) is a recognized leader in redefining the experience of community-based health and wellness services providing a variety of free community programs and services to Durham Region. Our work focuses on delivering integrated and accessible healthcare, wellness services to address social determinants and knowledge mobilization & advocacy for or priority population. We also strive to be accessible to community members who face barriers such as culture, gender, age, geographic isolation, homelessness, language, physical and/or cognitive disabilities, poverty, sexual identity, and race.

It's an exciting time to be joining Carea, while we are embarking on an energizing path with a focus on making our biggest impact yet on local health care by diversifying, expanding, and leveraging our Brand, Impact, Stories and Resources.

Position Overview

As part of the management team at Carea, the Manager, Brand & Digital Marketing & Communications position oversees the following needs of the organization:

Brand Awareness

- In partnership with Director, Community Relations and Fundraising and Manager, Development and Stakeholder Relations, design a multi-year Brand, Marketing & Communications strategy in alignment with the organization's strategic plan with a strong focus on brand vision and awareness.
- Implement the multi-year strategy through a defined workplan with clear success measures.
- Deliver outcomes that increases Carea's brand awareness and relevancy.

Marketing

- Plan, execute, and measure marketing campaigns across digital & social channels, in support of Carea's brand, programs, services and development opportunities.
- Oversee day-to-day management of MarCom campaigns, ensuring brand consistency and alignment to organizational strategic objectives and theory of change.

- Develop social media strategies and segmentations designed to increase engagement rates utilizing analytics to optimize results.
- Develop and monitor key performance metrics to provide year-over-year analytics and weekly/monthly reports utilizing tools such as Google Analytics and Google Data Studio.
- Work with internal and external stakeholders to increase effectiveness of marketing activities.
- Work closely with team members and internal stakeholders to ensure that efforts are aligned to acquire and segment donor and prospect data in conjunction with key opportunities with a goal of increasing reach, boosting engagement, driving brand awareness, acquiring, and stewarding donors.
- Provide input towards budget requirements against operational objectives.

Communications

- Plan, execute, and measure multi-year communications plan, in support of Carea's brand, programs and services.
- Design, implement, and monitor systems and processes that will bring structure, clarity, and efficiency to internal communications.
- Support media outreach initiatives, including pitching, handling inbound media queries and cultivating relationships with regional media that support the organization's strategic and annual objectives.
- Help identify strategic media and external communication opportunities for the CEO, CSO and the Senior Leadership Team.
- Write and produce articles, press releases, positioning statements and associated social media posts.
- Manage the development and deployment of Carea's communication assets and intranet through collaboration with internal stakeholders.
- Manage Carea's website content to ensure a consistent and optimized visitor experience through up-to-date content and building awareness of Carea's Brand, programs, services, and events.
- Lead, plan, and execute strategy and tactics to optimize website key conversion points including landing pages and SEO; work with vendor to make necessary changes to achieve the necessary outcomes.
- Produce and analyze data and performance reports, establish dashboards, and ensure continuous improvement to maximize the reach of digital marketing and communication initiatives and assesses performance against KPIs. Stay in tune with competitive trends and best practices in digital marketing and advertising.
- Ensure digital marketing and communication milestones and deliverables are reflected in an integrated content calendar and are rolled out effectively internally and externally.
- Collect, develop, and creatively share stories for Carea's programs and services with the purpose of building ongoing Cases for Support, Impact and Annual Reports
- Provide input towards budget requirements against operational objectives.

Qualifications:

- 5+ years of relevant experience managing marketing, communication and/or brand development.
- Bachelor's degree in digital marketing, communications, or relevant experience

- Demonstrated experience in the development and implementation of digital campaigns and initiatives, with a proven track record of success.
- Experience with various marketing/communications platforms and digital software; familiarity or knowledge of Hootsuite, Facebook Business Manager, Constant Contact, AKARaisin, Kentico, and WordPress is an asset.
- Experience in not-for-profit healthcare marketing, communication and fundraising is considered an asset.
- Thorough understanding of Direct Response digital marketing, with knowledge of optimization tactics, and KPI management for online/digital media
- SEM and SEO, PPC (pay per click) advertising experience considered an asset.
- Computer proficiency with Adobe Creative Cloud including Illustrator (entry level), InDesign (entry level), Photoshop (advanced), Premiere Pro (intermediate) and the Microsoft Office Suite (intermediate)
- Exceptional writing and editing skills. Must have the ability to identify tone and style for effective messaging for diverse audiences, with attention to detail, phrasing, and word choice.
- Experience with Google Analytics and Google Data Studio
- Strong leadership & management skills are required: people management, budget management, project management, change management, etc.
- Demonstrated project management experience, including the ability to liaise with internal stakeholders, vendors, determine priorities, manage workflow and deliver quality product on time and on budget.
- Ability to work well under pressure in a fast-paced environment and be adaptable to the changing needs of the organization.
- Detail-oriented with ability to multi-task, organize, prioritize, and meet deadlines.
- A clear commitment to equity, diversity, inclusion, and anti-racism
- Valid G license with access to a vehicle
- Vulnerable Sector Clearance required.
- Creative and passionate with a desire to learn, roll-up their sleeves and lead with an entrepreneurial mindset.
- Ability to lead and/or work with unionized and non-unionized staff and vendors.
- Ability to influence and manage conflicts.
- Strong problem-solving skills and attention to detail and accuracy
- Excellent interpersonal and collaboration skills with a proven ability to successfully deal with complex issues working within the context of cross-functional teams.
- Strong verbal, written and interpersonal skills.

Full vaccination (minimum two doses) against COVID-19 is mandatory for this position (Carea CHC will however adhere to its duty to accommodate those who are unable to be fully vaccinated for a reason related to a human right protected ground).

Application Process:

- 1) If you are interested in being considered for this position, please submit cover letter and resume outlining your qualifications and expectations by email to recruiting@careachc.ca. This position will remain posted until filled.
- 2) While we thank all applicants for their interest in applying, only those qualified and considered for interview will be contacted. All applicant submissions will be kept on file for six months, for future consideration.
- 3) All applicants are encouraged to provide a valid email address for communication purposes. Applicants may receive written correspondence regarding this job posting directly to the email address provided on their resume. As an applicant, it is your responsibility to ensure that you check your email regularly.
- 4) All positions are subject to the successful completion of the following pre-employment conditions for all external hires: Reference Checks; and Criminal Background checks (including Vulnerable Sector Screening).

Carea Community Health Centre is committed to complying with all applicable standards as set out in the Accessibility for Ontarians with Disabilities Act, 2005 (AODA), the provisions of the Ontario Human Rights Code, and any other applicable legislation. Accessibility: If you have accessibility needs and require alternate formats or other accommodations, please contact Human Resources at 905-723-0036, or by email to recruiting@careachc.ca. Carea Community Health Centre, and staff are dedicated to creating an inclusive environment that welcomes diversity.