

Job Title **Digital Communications Specialist**

Reports To Director, Brand & Communications

Job Location Kelowna General Hospital, Kelowna, B.C.

Summary

The Digital Communications Specialist is responsible for the oversight of the KGH Foundation brand experience across all digital platforms. Primary responsibilities include the development of digital channel strategies, tactics and reporting that support the communications, marketing and development goals of the organization. The Digital Communications Specialist is an expert handler of online marketing and fundraising tools that include but are not limited to the KGH Foundation website and associated websites (Hospice House, JoeAnna's House); social media platforms; email; digital gift applications; third-party giving platforms; and online targeting best practices. The role requires nimbleness, ingenuity and discipline. It is equally strategic, creative and technical - aligning the visionary brand and development/ fundraising goals with concrete tactics. The successful candidate must be curious and aware of evolving trends and best practices in digital communications, adept in the latest web technology, and have the knowledge and confidence to lead sub-contracted individuals/developers as necessary.

Essential Job Functions

Under the direction of the Director, Brand & Communications, responsibilities include but are not limited to:

Strategy & Planning

- Contribute ideas, report metrics and advise in overall annual communications planning process
- Develop, execute and track overall digital communications plan and budget.
- Develop digital communications strategies that advance the organization's online fundraising capacity.
- Utilize strong analytical ability to evaluate UX across multiple channels and touch points.
- Develop and oversee the implementation of digital content and re-purposing strategies.
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate

Website Development & Management

- Responsible for development, implementation and maintenance of the infrastructure, hardware, and software utilized for the organization's website(s) and associated entities (Wordpress, hosting management, domain management and brand-email management).
- Monitor web traffic, performance and capacity to identify opportunities, gaps and potential issues.
- Coordinate with Key Stakeholders in Communications, Annual Programs, Development, Business Enterprises and IT to ensure that the site provides content and functionality that meet the business needs of the organization.
- Ensure the website is up-to-date, accurate and provides for an optimal user experience.
- Manage SEO optimization to ensure relevant ranking opportunities
- Point of contact for website service provider, ensuring technical issues are fixed in a timely manner.
- Develop and present monthly website stats using available analytics and ensure targets are achieved.
- Manage website(s) budget
- Manage online donor software (Crowdfunder), campaign set-up, tracking and reporting.

Digital Campaign Development & Management

- Plan, execute and track strategic email marketing campaigns targeting a variety of donor segments.
- Create, execute and track online newsletters and other donor communications.
- Implement conversion points and optimize user funnels

- Develop and present campaign results using available analytics to measure and evaluate success. Measure and report performance of all digital campaigns, and assess against goals (ROI and KPIs).

Social Media

- Plan and oversee content production for strategic, multi-platform social media strategy/ calendar for both the KGH Foundation and JoeAnna's House brands.
- As required, assist in the development of content for the KGH Foundation's social media platforms ensuring unique and suitable content by platform.
- Ensure content is produced for optimal re-purposing across multiple social media channels.
- Plan, execute and track social media marketing campaigns.
- Report social media stats and ensures targets are achieved.
- Manage social media budget.

Online Marketing

- Plan, execute and track online advertising and marketing campaigns.

Job Qualifications

Education

- Post-secondary degree or diploma in communications, marketing, applied business or related field of study.

Experience

- Minimum five years of related, progressive professional experience in a digital marketing or communications position.
- Demonstrated experience in leading and managing SEO, marketing, database, targeted email and social campaigns

Technical Skills

- Highly skilled in using web technologies, applications, social media management platforms and email marketing & automation services.
- Excellent proficiency in analyzing/understanding web traffic statistics using Google Analytics.
- Experience with photo/text software such as Canva, Adobe, InDesign or other.
- Proficiency with Microsoft Office Suite.

Competencies

- Exceptional written, oral and editing skills.
- Organized with strong project management skills and attention to detail/accuracy.
- Deadline driven and able to manage multiple priorities and adapt quickly to change.
- Able to perform both as a member of a team and work individually.
- Professionalism in a variety of settings including presentations, meetings and networking environments.
- Corporate competencies include:
 - **Initiative** – A self-starter, acts without prompting and stays committed to projects through to completion.
 - **Shared Vision** – The ability to understand, live and breathe our vision, mission and values every day.
 - **Collaborative** – The ability to develop, maintain and strengthen relationships inside and outside the organization in order to create a desired outcome.
 - **Accountable** – Ownership of one's agenda and ability to independently deliver on commitments.
 - **Innovative** – An original, creative thinker who strives to find better ways to do things.
 - **End-User Focused** – Goes over and above to exceed expectations of internal staff and board, donors/partners and general public.

Working Conditions

- Mix of regular office hours and weekend and evening hours as required
- Overtime as required

Please send Resumes and Cover Letter to Shauna Nyrose - Director, Brand & Communications
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Position Closes on June 30, 2021