



Hôpital général juif  
Jewish General Hospital  
Fondation | Foundation

**RÉALISER DES  
MERVEILLES  
VOUS AVEZ  
CE DON.  
WORKING  
WONDERS.  
YOU HAVE  
THAT POWER.**

## SENIOR DIGITAL CONTENT SPECIALIST

The mission of the Jewish General Hospital Foundation is to advance health care and medical research for the people of Quebec by supporting Montreal's Jewish General Hospital, a tertiary-care, McGill University teaching hospital.

The Foundation provides essential assistance to the Hospital to enhance its extraordinary patient care, to further scientific discovery and to acquire the most recent and innovative medical equipment.

We partner with inspired members of the community to implement a wide variety of fundraising initiatives to achieve these ambitious goals. Join us - Together, we can deliver awe-inspiring medical breakthroughs and keep pushing forward, improving lives, research & patient care. Here in Québec, and around the world.

### JOB DESCRIPTION

**The donor is king. Content is queen. Compelling content is fire and social media its gasoline!** We need someone who gets that. Someone who will generate rich content and stories that attract a qualified and engage our audiences through traditional and digital means...someone who knows that stories can live everywhere and who has the passion to find and share them. You understand the customer decision making journey (in our case the donor). You get that the channel is important but that it is content that converts. You know that marketing automation and lead nurturing happen across a multitude of platforms and channels: web, social, snail mail, email and in our public relations outreach. We want someone, who like us, believes in the value of brilliant storytelling.

### DUTIES AND RESPONSIBILITIES

- Write highly engaging content for each persona (targetted audience) at each stage of their engagement cycle
- Contribute story ideas to the master 12-month content calendar
- Collaborate with our donor relations team, development professionals, marcomm team players, doctors, grateful patients and donors to produce relevant content that meets the needs of our various audiences
- Repurpose content created by the team over multiple channels (snail mail, email donor appeals, blog, social media, corporate website, annual and impact reports, JGH Insider print magazine, e-newsletter, press release/pitch, video and digital content, speech scripts)
- Ensure copy works effectively for search engine optimization purposes
- Collaborate in the creation of drip/trigger campaigns
- Proofread and edit the content created by other team members
- Manage digital platforms and all supporting social media channels including email /newsletter distribution, in-hospital screens, website, etc..



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## QUALIFICATIONS AND REQUIREMENTS

- Must understand the best practices of the main social media channels, which content and approaches work on each and why
- Excellent communication and writing skills with impeccable written English and a strong command of spoken French
- Proficiency in marketing automation in order to generate traffic, convert and nurture visitors into donors, brand ambassadors
- Proven track record working with a content strategy on a communications team
- Knowledge of digital marketing tactics, including basic SEO, email marketing and web analytics, content categorization and structure, content development, distribution and measurement: Knowledge of HTML/CSS is an asset
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a high demand environment and focus on the delivery of results
- Needs to love design, typographic heirarcy, and production of effective communicaitons almost as much as writing
- Actual basic graphic design capability - working from existing templates to generate assets using Photoshop, Illustrator, Adobe Creative Suite is an asset.
- Brand publisher mindset: to create the content our audience is looking for and then to optimize the path to conversion
- Comfortable working inside website CMS and emailing software (like Constant Contact)
- Some experience with media buying (SEM, social)
- Some experience with content CMS for closed circuit screen broadcast systems

## WORKING CONDITIONS

- Regular full-time position (35 hours / week).
- Competitive salary.
- Health, dental and pension plan coverage.
- Position to be filled immediately.

## HOW TO APPLY:

Please send your CV to [S.groom@groomassociés.com](mailto:S.groom@groomassociés.com).

We thank all applicants for their interest, however, only those applicants selected for an interview will be contacted.

