

Job Posting **Digital Specialist**

Covenant Foundation proudly supports Covenant Health, Covenant Care and Covenant Living and their 155-year legacy of healing the body, enriching the mind and nurturing the soul.

Our foundation partners with the community to help create vibrant communities of health and healing for Albertans from all backgrounds, faiths and circumstances, through every stage of life. With the support of donors, we help transform health care for priorities such as seniors' health, mental health, rural health, palliative care, and women and children's health. The funds we raise support specialized programs, equipment and training, and enhanced care spaces for 21 Covenant hospitals and continuing care sites across Alberta.

Covenant Foundation is seeking a Digital Specialist to join its growing Brand Strategy & Communications team.

Reporting to the Director of Brand Strategy & Communications, the Digital Specialist will develop and execute digital strategies that build awareness, generate leads and maximize fundraising. A specialist in inbound marketing, you will engage audiences using tools such as digital ads and campaigns, social media, web content and SEO, e-newsletters, blogs and articles.

As the ideal candidate, you will have proven experience leveraging data to create user experiences that are targeted, personalized and results oriented, building value in the short and long term. Collaboration is a vital part of this role. As an enthusiastic team player, you will work alongside leaders and with the foundation's teams to ensure a planned and integrated digital approach, and help inspire new digital ideas.

As our Digital Specialist, your primary responsibilities will include:

- Helping shape and evolve the foundation team to have an integrated inbound, content and digital-first approach where web, content and digital touch points are a key part of acquiring, converting and retaining donors. Serving as the subject matter expert on digital strategies, best practices, tools and tactics including SEM and SEO.
- Developing, executing and maintaining a 3-year digital marketing plan in support of the foundation's 3-year strategic, revenue generation and communications plans.
- Developing collaboratively and owning the execution and project management of program-specific digital marketing plans for focus areas. Monitoring, evaluating and reporting regularly on digital outcomes.
- Leading efforts to improve website content and search engine marketing strategy including keyword optimization, landing page and blog best practices and call-to-action development to ensure maximum website search and conversion results. Maintaining and updating the foundation's website content to ensure it's accurate and current.
- Managing the foundation's social media platforms including developing and maintaining a monthly social media calendar, and the daily scheduling, execution, listening, monitoring of, engagement on, and evaluation of accounts (Facebook, Instagram, LinkedIn, Twitter and YouTube). Leading the implementation of emerging social media opportunities.
- Leading the development and implementation of the foundation's digital advertising to promote diversified ways to give and get involved. Evaluating the performance of organic and paid advertising, analyzing, tracking and reporting on results.
- Providing tactical communications support including but not limited to developing assets for social media and digital marketing campaigns, writing digital content, creating in-house and agency-supported videos, and managing streamed social media events.
- Completing other duties as required.

The right candidate will demonstrate on their résumé:

- Related degree, diploma (e.g., digital media and communications) or equivalent work experience with five or more years of related experience (e.g. inbound marketing, content marketing, email marketing search engine marketing, Google Analytics, calls-to-action, pay-per-click advertising).
- Excellent digital storyteller who can creatively apply content and design best practices in fresh and exciting ways. Demonstrated experience writing for the web and for a digital environment. Understanding of the CP Style Guide is an asset.
- Experience with Microsoft Office products, social media management tools like Hootsuite, fundraising and CRM systems like Raiser's Edge NXT, graphic design tools like Canva Pro, mass email applications like MailChimp, web design tools like HTML and Wordpress, and project management tools like Monday.com.
- Up-to-date Google Ads (Search, Display, Video, Shopping, Apps), Tag Manager, and Analytics certifications are preferred.
- Photography and video editing skills are an asset.
- Related experience in a nonprofit organization, and/or experience working in an agency developing inbound marketing and digital advertising strategies for clients is an asset.
- Demonstrated analytical skills with the ability to tell the data's story.
- Excellent project management, communication and relationship-building skills.
- High level of problem-solving and organizational skills and ability to deal with multiple deadlines and demands.
- Ability to work occasional evening and weekend hours as required.
- Valid driver's licence required.

Why Covenant Foundation?

We believe in supporting our employees holistically by providing:

- Competitive pay: \$60,668 – \$82,443 per annum based on a 35-hour work week
- Comprehensive benefit package
- Pension plan
- Flex spending account
- Hybrid work environment (1-2 days per week in office, or more if that's your preference)
- Culture code: Respect, Innovation, Teamwork, Engagement

To Apply

Please email your cover letter and résumé in one document to Tara Joyce, Communications & Stewardship Coordinator, at tara.joyce@covenanthealth.ca. Please include in your email subject line: **DIGITAL SPECIALIST**.

While we thank all candidates who apply, we will only reach out to candidates who meet the hiring manager's requirements on their résumé.

Commitment to Diversity, Equity, Inclusion and Accessibility

Covenant Foundation values diversity in thought as well as representation. We are committed to building an environment that provides a foundation for safety and belonging and are challenging our biases and assumptions daily. Should you need any support during the application or interview process, please do not hesitate to reach out to josie.hammond-thrasher@covenanthealth.ca.