



Are you interested in joining a team where you are improving lives by propelling meaningful healthcare advancements within our community? At **Calgary Health Foundation**, that is what we do! Through collaboration, philanthropy, and strategic investment, we enable new levels of excellence across the entire healthcare system, all to enhance outcomes and build healthier communities.

We are growing and have exciting career opportunities within many areas and functions. If you are ready to make a difference in the community in which you live and work, please apply today.

THE OPPORTUNITY: Digital & Social Content Specialist

The Digital & Social Content Specialist is responsible for creating, capturing, and sharing engaging content that tells the Calgary Health Foundation's story across our digital channels. This role involves covering events, managing social storytelling, working with influencers, and supporting digital advertising efforts.

Key accountabilities of the role include:

- **Capturing compelling content at events and translating moments into engaging stories** that resonate with our audiences.
- **Identifying, engaging, and working with influencers** to create impactful content, amplify key messages, and reach target audiences, and in partnership with the broader team, **align content strategies with broader campaign objectives**.
- **Posting and managing content across social media platforms.**
- **Assist in creating and managing paid social and digital ad campaigns**, including ad placement, creative development, and basic copywriting.
- Lead the team responsible for **end-to-end execution of digital campaigns, overseeing digital channels** including web, social media, and email marketing to create a cohesive donor journey.
- **Tracking and analyzing digital content performance**, including reach, engagement, and other KPIs, **providing insights and recommendations for continuous improvement and maximization of return on investment (ROI)**.

THE IDEAL CANDIDATE

The ideal candidate is creative, proactive, and skilled in digital content creation and performance tracking. Possessing exceptional organizational skills with proven success managing multiple demands in a dynamic and time-sensitive environment and the ability to maintain strong relationships with multiple stakeholders, the successful incumbent will use their proven communication and storytelling skills to enhance Calgary Health Foundation's online reputation and digital presence.

Additional qualifications:

- Bachelor's degree in a relevant field (i.e., marketing, communications, digital media, or a related field).
- Demonstrated experience in digital content creation, social media, or similar.
- Proficient knowledge of digital advertising and familiarity with tools like Google Ads, Facebook Ads Manager, and analytics software.

If this sounds like you, please apply by no later than January 31, 2025 including a cover letter and résumé via:

- **LinkedIn (preferred): [Digital & Social Content Specialist | Calgary Health Foundation](#)**

OR

- by email in confidence to careers@calgaryhealthfoundation.ca.

ADDITIONAL INFORMATION

It is expected that the starting salary for this position will be in the range of \$60,000 to \$65,000, aligned with the successful candidate's experience and skill set.

Calgary Health Foundation is a community-based charity raising funds to advance our city's healthcare. For more information about Calgary Health Foundation, please visit www.calgaryhealthfoundation.ca, or find us on social media @yyc_health and calgaryhealthfoundation.

Our team is made up of people-minded, empathetic, and innovative contributors. We are an equal opportunity employer, and we strive to create an inclusive culture for all employees. We believe that diversity and collaboration amongst our teams drives innovation and transformation.

If this posting describes your background, skills and attributes please visit our website for more information and submit your resume and cover letter. If it doesn't describe you exactly but you feel you are well suited to this opportunity, we encourage you to apply.