



# Seeking the **BEST** digital marketing officer



The Ottawa  
Hospital | L'Hôpital  
d'Ottawa

**Are you eager to use your digital marketing skills to grow revenue in support of innovative patient care and research at The Ottawa Hospital?**

The Ottawa Hospital is one of Canada's largest learning and research hospitals, with more than 1,100 beds, approximately 12,000 staff members and an annual budget of about \$1.2 billion.

Our focus on learning and research helps us develop new and innovative ways to treat patients and improve care. As a multi-campus hospital affiliated with the University of Ottawa, we deliver specialized care to the Eastern Ontario region, but our techniques and research discoveries are adopted around the world. We engage the community at all levels to support our vision for better patient care. From the compassion of our people to the relentless pursuit of new discoveries, The Ottawa Hospital never stops seeking solutions to the most complex health-care challenges.

The Foundation's (TOHF) purpose is to inspire and enable support for the highest quality health care and world-class research at The Ottawa Hospital.

At TOHF, we are proud to have what we believe to be the best, the brightest and the most dedicated employee team in the entire country! We have worked hard to create a work environment that fosters collaboration, creativity and work satisfaction for all of our employees. Consistently, we are ranked as one of the highest performing foundations in Canada.

The Foundation is in the early stages of a transformative Capital Campaign that will be unprecedented in our city and we are currently recruiting the best candidates to our team to play critical roles in our success.

*"I am proud to be leading The Ottawa Hospital Foundation as the health care landscape of our city is transformed with the redevelopment of the Carling Avenue Campus. We want the best staff to join our exceptional team as we prepare for this generational opportunity."*

Tim Kluge, President and CEO, The Ottawa Hospital Foundation

## About the Digital Marketing Officer:

The Digital Marketing Officer develops and implements digital marketing campaigns across all digital channels, along with the Communications and Marketing Officer. They also support the Strategic Marketing Officer to report and optimize digital marketing performance. Reporting to the VP Marketing and working alongside the Director of Integrated Marketing, the Digital Marketing Officer plays a key role in data-driven revenue generation.

### THE IDEAL CANDIDATE

- Ability to evaluate emerging technologies and make recommendations
- Efficient execution of assigned tasks and great attention to detail.
- Strong understanding of audience segmentation and list management.
- Strong adaptability, especially when it comes to changes in projects and timelines.
- Excellent time-management skills and the ability to work independently once a project scope and timeline has been created.
- Can-do attitude.

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*“With the ever-changing fundraising landscape, we want to be front and centre and lead the digital fundraising space. That means thinking outside the box, creating new opportunities, and leveraging activities we know are already effective. We need someone who can create a strong digital ecosystem for our Foundation.”*

Ingrid Gingras, Director of Integrated Marketing

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### ABOUT TOH:

The Ottawa Hospital is one of Canada’s largest learning and research hospitals.

### IN THIS POSITION YOU WILL:

- Engage in planning and work with Communications Officer and Administrative Assistant to execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns as per outlined strategy
- Ensure proper donor journey/CX in online channels through ongoing mapping and evaluation of activities and conversions
- Brainstorm new and creative growth strategies for digital media (alongside Director of Marketing)
- Plan, execute, and measure experiments and conversion tests
- Identify trends and insights, and optimize spend and performance based on the insights, especially for non-social media digital channels
- Design, build and maintain our social media presence (alongside Communications Coordinator and Communications Admin)
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Working with the VP Marketing, liaise with TOH and OHRI to ensure a cohesive online communications ecosystem
- Collaborate with agencies and other vendor partners
- Oversee list segmentation and execution of marketing content
- Oversee creation of online donation forms, content pages, and provide digital support for fundraising priorities and events

## EXPERIENCE:

We are looking for an individual who has 2-4 years experience working in digital marketing.

## SKILLS AND QUALIFICATIONS:

- Strong working knowledge of Luminate Online software (including TeamRaiser).
- Strong knowledge of SEO/SEM.
- Strong knowledge of social media trends.
- Strong knowledge of Wordpress.
- Knowledge of programmatic advertising execution is considered a strong asset.
- Bilingualism is considered a strong asset.

## BENEFITS:

The true benefit of working with The Ottawa Hospital Foundation comes from the ability to work on a team that is making a difference in our community. Everything we do has a direct impact on improving the lives of people in the Ottawa region every day. In addition to an exceptional and collaborative work environment, The Ottawa Hospital Foundation also offers an excellent compensation and benefits package, and values and supports ongoing professional development opportunities for all members of our team.

We believe that our people are our strength. Our success stems from our ability to attract and retain the best people who have a passion for our community's health care system and want to make a difference in your community. If you are looking for a truly unique career opportunity and a chance to work for an established, successful organization, The Ottawa Hospital Foundation is the ideal place for you. Apply today via email at [tohf-jobs@toh.ca](mailto:tohf-jobs@toh.ca).

Please forward your resume and cover letter outlining your experience, salary expectations and why you think you would be a suitable candidate for this position by **Monday, June 10, 2019**. Your application should be saved in the following format `Firstname_Lastname_Jobtitle`.

We are committed to employment equity. The Ottawa Hospital Foundation would like to thank all applicants in advance and advise them that only candidates selected for an interview will be contacted.

## JOB CONTACT INFORMATION:

Human Resources  
The Ottawa Hospital Foundation  
737 Parkdale Avenue, 1st Floor Ottawa,  
ON K1Y 1J8  
(Fax) 613 761-5014  
E-mail [TOHF-jobs@toh.ca](mailto:TOHF-jobs@toh.ca)

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