

## **Digital Media Specialist**

### **Permanent Full Time**

Looking for a career opportunity with an established and reputable national organization that makes a real difference in women's health, values its employees and offers a comprehensive total compensation package including a hybrid working from home program?

The Society of Obstetricians and Gynaecologists of Canada's (SOGC) ongoing mission is to lead the advancement of women's health through excellence and collaborative professional practice and is Canada's national voice on women's health.

The SOGC has over 4,000 members, comprised of: obstetricians; gynaecologists; family physicians; nurses; midwives and allied health professionals working in the field of sexual and reproductive health.

Since 1944, the SOGC continues to be a leading national and international authority on sexual and reproductive health and on evidence-based training and education. The SOGC leads the development of 12–17 clinical practice guidelines per year and hosts three regional continuing medical education meetings, and an Annual Clinical and Scientific Conference. The SOGC also coordinates and hosts in-person and virtual academic programs for participants at all stages of their career: medical students, residents and practicing health professionals.

### **POSITION DESCRIPTION**

Reporting to the Director of Communications and Public Affairs, the **Digital Media Specialist** plays a pivotal role in various SOGC digital marketing channels and functions, including handling day-to-day activities as well as campaign and project-specific tasks.

Key responsibilities encompass: social media management and analytics; content marketing; email marketing and copywriting/editing. The Digital Media Specialist will also serve as a champion for digital marketing best practices by conducting market research, analyzing trends and contributing to the definition of SOGC's marketing strategy while providing recommendations on effectively engaging the target audience.

### **KEY RESPONSIBILITIES**

- Lead in the maintenance of all SOGC social media accounts and analytics
- Lead in monitoring all SOGC social media accounts as well as general social media channel monitoring across industry (i.e. international partners) in support of creating and maintaining a strong social media presence and regularly scans for proactive media opportunities
- Lead in the creation of original graphic content for social media accounts
- Supports on building and planning mail campaigns

- Supports communication efforts with members to promote regional and annual events
- Works with the Director of Communications and Public Affairs on a short and long-term social media strategy
- Analyzes and reports on campaign performance and efficiency
- Writes, proofreads and edit creative and technical content across various mediums
- Performs other duties as assigned by the Director of Communications and Public Affairs

### **COMPETENCIES**

- Keen team player who is self-motivated, who can also work independently to meet deadlines
- Strong ability to copy-edit
- Proficiency and familiarity/comfort with appropriate tones to take across social media platforms is essential
- Ability to take initiative and point out best practices for consideration
- Detail-oriented with ability to handle a wide variety of tasks and a multitude of competing demands under tight deadlines
- Very strong oral and written communication skills, including proficiency with grammar and syntax
- Bilingualism (English/French) is a considerable asset

### **EXPERIENCE and EDUCATION**

- Post-secondary education or training in digital media management or a related field is essential
- 4+ years' experience in the field of digital marketing, communications or public relations
- Proficiency in software applications such as Microsoft Office suite, Outlook, MailChimp, SurveyMonkey is a strong asset
- Experience with content management platforms such as PhotoShop and Adobe Design
- Significant experience running social media campaigns
- Experienced in building original graphic designs and other design content
- Outstanding research and analytical skills
- Interactive media experience with video, digital photography is an asset

### **ADDITIONAL JOB REQUIREMENTS**

- Ability to work weekends and overtime during SOGC's flagship events or on special occasions
- Some travel may be required

**WHAT WE OFFER:**

- Total Compensation Package
- Benefits after three months
- Pension matching after one year
- Three weeks of vacation
- Hybrid flexible workplace split between in-office and home office schedules

Please submit your cover letter and resume to [careers@sogc.com](mailto:careers@sogc.com).

The SOGC is an equal opportunity employer and encourages all qualified applicants to apply. SOGC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

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