



## **Digital Media Specialist**

### **Full Time Permanent**

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 (SOGC) is one of Canada's oldest national specialty organizations. Established in 1944, the Society's mission is to lead the advancement of women's health through excellence and collaborative professional practice.

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 reproductive health.

Since 1944, the SOGC continues to be a leading national and international authority on women's reproductive health and on evidence-based training and education. The SOGC leads the development of 12-17 clinical practice guidelines per year and hosts 3 regional continuing medical education meetings and an Annual Clinical and Scientific Conference. These events attract a diverse group of delegates that include women's health care providers, researchers, educators and policy makers, who have the opportunity to network, learn and share information and ideas. These events also facilitate the identification of critical gaps in the field through needs assessments that inform future curricula and program development.

The SOGC has recently launched its own online e-learning platform, which hosts accredited interactive courses, including virtual communities of practice, for members and non-members around the world.

### **POSITION DESCRIPTION**

The **Digital Media Specialist** plays a pivotal role in various SOGC digital marketing channels and functions, 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.

Our ideal candidate will be an expert in their field and be able to contribute new ideas on how to enhance our outreach to our members and to the public.

### **MAIN RESPONSIBILITIES**

- Lead communication efforts with members to promote regional and annual events, including ALARM courses and online education.
- Collaborate with internal teams to develop and monitor strategic marketing initiatives.

- Communicate member marketing initiatives through social media, email, and news updates.
- Provide strategic oversight, planning, and maintenance for SOGC social media channels.
- Evaluate and adopt emerging technologies as needed.
- Create promotional content for social media platforms.
- Work with the Director on social media strategy.
- Measure and report on the performance of digital marketing campaigns with the creative agency.
- Curate and maintain the SOGC's social media presence.
- Develop, implement, and track digital media marketing programs and events.
- Analyze and report on campaign performance and efficiency.
- Conduct market research and identify new digital media marketing opportunities.
- Create digital media marketing materials while adhering to brand guidelines.
- Write, proofread, and edit creative and technical content across various mediums.
- Stay updated on industry trends and technologies to support strategic marketing efforts.
- Perform other duties as assigned by the Director.

### **QUALIFICATIONS**

- Post-secondary education or training in digital media management or a related field.
- 4+ years experience in the field of digital marketing, communications, or public relations.
- Significant experience running social media campaigns.
- Proficiency and familiarity/comfort with appropriate tones to take across social media platforms is essential.
- Proficiency in software applications such as Microsoft Office suite, Outlook, MailChimp, SurveyMonkey, EventMobi.
- Ability to work collaboratively in a team environment and independently.
- 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.
- Outstanding research and analytical skills, intuition with marketing and digital communications, including the ability to see digital assets and communications from a UX perspective.
- Very strong oral and written communication skills, including proficiency with grammar and syntax.
- Interactive media experience with video, digital photography is an asset.
- Bilingualism (English/French) is a considerable asset.

### **ADDITIONAL JOB REQUIREMENTS**

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



The SOGC is proud to provide equal employment opportunities to all employees and qualified applicants without regard to race, color, religion, sex, sexual orientation, national or ethnic origin, age or disability. Accommodations are available on request for candidates with disabilities taking part in all aspects of the selection process.

**Send your cover letter and resume to [careers@sogc.com](mailto:careers@sogc.com). Please clearly demonstrate how you meet the requirements of the position in your application.**

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