



Position: Digital Content Creator
Organization: McGill University Health Centre Foundation
Employment status: Permanent position (35 hours per week)
Language: Bilingual (English/French)
Location: 700-5100 de Maisonneuve Blvd. West, Montreal (Quebec)
- currently working remotely

THE OPPORTUNITY

The McGill University Health Centre (MUHC) Foundation is in an exciting period of growth with a new strategic plan in place that outlines key strategic priorities for future expansion and success, including plans for our next multi-year aspirational campaign.

As part of our plans for growth and added capacity, we seek an experienced professional to fill the newly established role of Digital Content Creator. The successful candidate will be a motivated, creative and performance-driven individual that is passionate about creating impactful content to help inform, educate and engage our constituent base as well as drive online revenue and engagement.

The position requires the ability to develop compelling content and support in driving digital marketing strategies designed to increase online traffic and prospect conversion, as well as the cultivation of existing online donors. The ideal candidate will be proactive, quick and concise and understand how to optimize content for digital channels (email, social, web). In addition, the candidate will be responsible for monitoring and reporting results and establishing analytics on content engagement and conversion rates. Reporting to the Manager of Digital Strategy, you will be surrounded by a diverse and dynamic team to support your professional growth, provide mentorship and equip you to succeed. You'll be playing an exciting key role in supporting the growth and development of the Foundation's multiplatform digital strategy.

ABOUT THE MCGILL UNIVERSITY HEALTH CENTRE

For more than 150 years, the McGill University Health Centre (MUHC) founding hospitals have been providing the best possible care to the community, and in 1997, the MUHC was officially created through the merger of 5 hospitals: Montreal Children's Hospital, Montreal Chest Institute, Montreal General Hospital, Montreal Neurological Institute & Hospital, and Royal Victoria Hospital. These hospitals' respective research institutes merged to form the Research Institute of the MUHC and in 2008, the Lachine Hospital and Camille Lefebvre Pavilion also joined the MUHC.

Affiliated with McGill University's Faculty of Medicine, the MUHC is an academic health centre that provides some of the most advanced care in the province, which includes complex diagnoses, treatments, and surgeries in the areas of cardiology, endocrinology, transplantation, neurology, oncology, and respirology, among many others. The MUHC cares for some of the most critically ill patients across



Quebec and provides highly-specialized care, treatments, and medical testing that other hospitals simply cannot offer.

In June of 2015, the Glen site of the MUHC was inaugurated and this complex now houses the new Montreal Children's Hospital, Royal Victoria Hospital, Montreal Chest Institute, the Cedars Cancer Centre, and the Research Institute of the MUHC. Patients and their families are at the heart of the design and layout of the new hospital.

With 1,356 physicians and over 12,000 nurses, support staff, and employees, the hospital at the Glen site is a patient-centred facility that helps to not only heal the body, but also the soul. It has helped the MUHC transform the way in which it delivers the highest level of care to our population, ensuring that all patients truly receive the *best care for life*.

In addition to clinical care, the MUHC is an international research powerhouse that conducts both fundamental and clinical research. The Research Institute of the MUHC supports 446 researchers and ongoing research collaborations with 62 countries; it continues to shape the course of adult and pediatric medicine by attracting research leaders from around the world.

Every year, close to 3,000 students train at the MUHC, including medical and surgical residents, nurses, medical students, and allied-health students. From pediatric medicine to adult trauma, students receive highly-specialized training, which thoroughly prepares them for their positions within the medical profession. All MUHC physicians are also professors within the McGill University Faculty of Medicine.

For more information about the MUHC, please visit: <https://muhc.ca/>

ABOUT THE MCGILL UNIVERSITY HEALTH CENTRE FOUNDATION

The MUHC Foundation plays a pivotal role in supporting exceptional programs, purchasing innovative medical equipment, fostering ground-breaking research, and ensuring the highest level of teaching.

In 2015, the MUHC and Royal Victoria Hospital Foundations partnered and began working together in order to fulfill their missions of raising funds in support of the hospital's greatest needs. By aligning our fundraising priorities, and integrating our Board and staff teams, the MUHC and RVH Foundations were better positioned to ensure that patient care, teaching, and research needs were met. Since then, we have strengthened fundraising capacity and contributed record-breaking amounts to support the greatest needs of the Royal Victoria Hospital, and effective April 1, 2018, the Royal Victoria Hospital Foundation officially changed its name to the McGill University Health Centre Foundation. We are now one united Foundation focused on investing in patient care, research and teaching.

Our Foundation is governed by a volunteer Board of Directors which includes members from the medical, scientific, academic, and business communities. These dynamic leaders ensure that we maintain the highest standards with regards to ethics and best accounting practices. The Board oversees and approves the Foundation's budget, fundraising goals, and the granting of funds raised to support the priorities of the MUHC.

The MUHC Foundation is comprised of a team of 29 staff members and total revenues in 2018 – 2019 were over \$28 million. Our Foundation continues to be in high growth mode as our donor community with remarkable growth in the past three years. We have put in place a new strategic plan that outlines key strategic priorities for future growth and success with a diversified fundraising strategy that balances funding for all priority areas of need.



For more information about the MUHC Foundation, please visit: <https://www.muhcfoundation.com/>

ADDITIONAL BACKGROUND AND RESOURCES

Board of Directors:

<https://www.muhcfoundation.com/about-us/board-of-directors/>

2019-2020 Annual Report:

<https://annualreport.muhcfoundation.com/>

In the News:

<https://www.muhcfoundation.com/news/>

KEY AREAS OF RESPONSIBILITY

Reporting to the Manager of Digital Strategy, the Digital Content Creator will:

- Work with team to develop engaging, omnichannel, and audience focused content aligned with the Foundation's objectives; for email marketing, social media, digital campaigns and web;
- Assist in all areas of the development and deployment of content and assets to support digital campaigns designed to increase reach, engagement, brand awareness, acquisition and donor retention.
- Taking on an important role in the editing and proofing of content;
- Partner in the planning, creation and maintenance of segmented email marketing automation journeys and solutions;
- Ensure synchronization and consistency of digital content messaging between emails, website, social (with SEO tactics in mind, based on reports);
- Provide analytics and performance reports on digital content engagement, and ensure content reflects data and ROI;
- Other related tasks as required and assigned by the Manager of Digital Strategy.

QUALIFICATIONS AND COMPETENCIES

- Bachelor's degree in communications, journalism, marketing, languages, digital marketing, English and cultural studies, or similar degree;
- 2-5 years of experience in a similar role;
- Ability to showcase experience through a portfolio of work;
- Excellent communication, interpersonal and writing skills in English / French;
- Detail-oriented, creative and responsible;
- Tech savvy, and comfortable with working in the digital marketing space, as well as working with digital marketing tools
- Understanding and experience with email marketing technology and email marketing automation systems (email campaigns, CRM integration, drip campaigns, social media integration, etc.);



- Understanding and experience with writing and creating strategic content for social media;
- Understanding of SEO;
- Ability to work in French and English, both spoken and written;
- Excellent organizational, communication and interpersonal skills;
- Impeccable attention to detail, able to multitask and work under pressure in a fast paced environment and respect very strict deadlines;
- Excellent interpersonal skills and ability to build strong, collaborative relationships with colleagues, donors, physicians, researchers, media and other stakeholders;
- Meticulous, discreet when dealing with confidential information;
- Experience in creation of graphics and visual assets for digital marketing channels is considered an asset.

We thank you for your interest in the MUHC Foundation and all submitted applications will be considered, however only selected candidates will be contacted for interview purposes.

Candidates must forward their CV and cover letter via email to:

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Montreal, QC H4A 3T2
Attn: Vanessa Pace
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