

JOB PROFILE

POSITION TITLE: Digital Marketing Officer

JOB SUMMARY

Hospitals of Regina Foundation is dedicated to working in collaboration with our partners, to raise funds to improve health care for the people of southern Saskatchewan. Since 1987, the Foundation has raised more than \$250 million for technology and equipment, education, and patient-centered research in Regina's three hospitals – the Regina General Hospital, Pasqua Hospital and Wascana Rehabilitation Centre. The lives of thousands of people are made better each year, thanks to our community's generosity.

Our Foundation is growing fast, and we are looking for a strategic and creative professional to fill a newly created role of **Digital Marketing Officer**.

The **Digital Marketing Officer** plays a crucial role in developing effective marketing campaigns that help promote the Foundation's work and support its strategic vision.

This position requires an exceptional storyteller, writer, and editor who has a strong understanding of Canadian Press style. In addition to managing our online presence, the role will involve working on various marketing and promotional campaigns and projects. The Digital Marketing Officer should be detail-oriented, well-organized, and adept at project management. The successful candidate will thrive in a dynamic environment with shifting priorities, work well under pressure to meet tight deadlines, and bring a collaborative approach to their work.

If you like a fast-paced environment, variety in your work and seeing the tremendous impact the Foundation has on patients and their families, this role is for you.

KEY RESPONSIBILITIES

Content development: This position will be the lead writer/storyteller for the Foundation and is responsible for writing engaging content for our print and social media channels, for a variety of audiences, and ensuring alignment with our brand guidelines. The successful candidate will be responsible for proactively keeping current and informed about all aspects of the Foundation's work and effectively capturing it in all writing assignments. They will work with the Foundation's development team members to create and post compelling, timely social and web content.

Website: Manages the website, is experienced with various content management systems and has a sound knowledge of SEO. Ensures website content is up to date, has a consistent tone of voice, the user journey is clear, and the performance of content is measured against clear KPIs. Responsible for photo editing, management, and creating visuals, as required. Troubleshoots and conducts regular monitoring for broken links.

Social media: Plans, coordinates and manages a schedule of activity across Facebook, Instagram, X, LinkedIn, YouTube and other platforms to expand the Foundation's social media

audience base and engagement. Responsible for developing an annual social media strategy, implementing the strategy and reporting on performance. Video production and editing is an asset.

Project management: Works with the Vice President, Marketing and Communications to manage the Foundation's marketing for two home lotteries per year. Responsible for managing major marketing campaigns for corporate events and programs (i.e. Four Seasons Ball, donor programs) and other special event marketing promotions, as required. Works within a project management system to maintain organized project documentation and ensure all files/photos are up-to-date and easily accessible.

Email marketing: Assists the fundraising team in building a strategic email marketing plan and helps develop effective email messaging to grow the Foundation's subscriber base. Ensures all marketing efforts align with other key campaigns, messaging and Foundation goals.

Reporting: Monitors, reports and analyze web and online results to improve performance, using tools such as Google analytics and other analytic tools. Identifies issues, as well as opportunities for improvement.

Design: Creates visual content for the Foundation's online channels using Adobe Illustrator, Adobe Photoshop and InDesign. Provides in-house video editing support, primarily for use in social media.

KEY SKILLS AND COMPETENCIES

- Exceptional writer with experience in creating content for a wide variety of media and marketing materials.
- Thoroughness, accuracy and attention to detail in all aspects of work are imperative.
- Experience with and knowledge of Canadian Press style guidelines, along with exemplary editing and proofreading skills.
- Intermediate level knowledge of social channels such as Facebook/Instagram and LinkedIn
- Proven success with developing social media strategies and managing various social and online channels.
- Experience in generating performance reports using Google Analytics (GA4) and other analytic tools is required.
- Demonstrated experience with content management systems, monitoring and updating websites.
- Demonstrated organizational and project management skills with the ability to multi-task and effectively manage competing priorities and project deadlines.
- Intermediate level experience with graphic design, photography and, photo and video editing.
- Ability to work efficiently and effectively with cross-functional teams.
- Leads by example in fostering positive, productive working relationships.
- Fluent in software applications such as Microsoft Office 365 and advanced knowledge of programs within Adobe Creative Suite.

EDUCATION AND EXPERIENCE

- Post-secondary degree or diploma, preferably in Communications, Journalism or a related field; equivalent experience may be considered
- Minimum 3-5 years of relevant communications experience
- Experience in the charitable sector is an asset

OCCUPATIONAL NEEDS

The Digital Marketing Officer works 37.5 hours per week in an office environment located in downtown Regina with the possibility of relocation to another Foundation office in Regina. Occasional work outside of regular office hours will be required during periods of peak activity, special events or high-priority projects, with the opportunity for time in lieu.

Hospitals of Regina Foundation offers a competitive salary and a generous benefits package for the successful candidate, including health, vision, dental, a group RRSP with matched contributions by the Foundation, and opportunities for advancement.

If you are interested in applying for this fulfilling career opportunity, please submit your resume and a cover letter to hrf@hrf.sk.ca by Oct. 27, 2025, 11:59 p.m. CST.

This position is open to all Canadian citizens, permanent residents and those legally able to work in Canada.

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