

# DIGITAL AND EVENT SPECIALIST

**Responsibility Area:** Communications    **Reporting To:** Director of Communications

## Why St. Boniface Hospital Foundation?

This is your chance to make a difference in Manitoba's health care landscape. You'll engage with some of Manitoba's most generous donors and help continue the compassionate, excellent care St. Boniface Hospital is known for.

## Your Role

The **Digital and Event Specialist** is responsible for coordinating and managing all fundraising events, and creating digital campaigns associated with fundraising and communications.

The position will manage and run online distribution of all digital content, including website, and all social media platforms, while coordinating Foundation special events.

Collaborating with all Foundation staff to ensure digital applications meet both communications and fundraising requirements, this position will develop and report all analytics – including, website, social and broadcast media, and event outcomes/net proceeds. This position plans and executes events throughout their daily work environment.

## What You Will Be Doing

- Responsible for creating, implementing and measuring social media, e-blasts, website communications strategies for general Foundation activities, and produce/execute events, while following a workback plan;
- Develop online content not limited to social media, videos, etc;
- Monitors trends and is responsible for the planning and organizing of internal and external communications for social media, and website;
- Writes material for the website and uses program software to complete edits, provides suggestions for website enhancement;
- Promotes the Foundation throughout the hospital and campus.

## What You Need To Know

- Relevant post-secondary education in online marketing/digital media and event planning from a recognized institution, or has a Creative Communications diploma;
- Two years working experience in digital marketing;
- Three or more years of experience in event planning;
- Ability to work extended hours as necessary;
- Demonstrated social media skills and ability in using specialized software tools to design, develop, and produce multimedia, and other web content as required;
- WordPress skills and experience;
- Experience with Google AdWords, Google Display Network, Retargeting;
- Experience with social media advertising (Facebook ads, Twitter Promoted Posts);
- Experience with Google Analytics;
- The ability to accurately maintain multiple accounts on a daily basis and manage multiple projects simultaneously;
- Effective deadline management and project management skills;
- Demonstrated ability to communicate effectively with all levels of staff and the public;
- Demonstrated positive, well-developed interpersonal skills;
- Demonstrated ability to work independently and as part of a team;
- Demonstrated ability to follow through and complete overlapping projects;
- Ability to adjust to changing priorities;
- The ability to maintain confidentiality and handle sensitive information appropriately.

St. Boniface Hospital Foundation offers a competitive salary and benefits package. Please send your resume and cover letter, along with salary expectations, to:

**Patti McNeill**  
**pmmcneill@stbhf.org**

Applications must be received no later than **January 22, 2020**. We appreciate all who apply but only applicants selected for an interview will be contacted.