

Marketing & Communications Specialist

Position Title: Marketing and Communications Specialist
Reports To: Director of Development & Communications
Location: Toronto

Organizational Profile

Partners In Health (PIH) is a social justice and global health organization relentlessly committed to improving the health of the poor and marginalized. PIH partners with local governments to build capacity and works closely with impoverished communities to deliver high-quality health care, address the root causes of illness, train providers, advance research, and advocate for global policy change. In a world too willing to value one human life over another, PIH stands in solidarity with the destitute, the marginalized and the sick. We pursue a moral mission within a medical context: to provide the best health care to those who need it most. Partners In Health Canada was founded in 2011 and is based in Toronto. Visit www.pihcanada.org.

Position Summary

As the Marketing & Communications Specialist, you will be responsible for working with colleagues and partners to broaden and deepen public support for PIH Canada. By communicating PIH's global impact, leadership, and capacity to deliver results, you will support organizational goals to acquire and retain new supporters and advocates through engagement with compelling global and Canadian content. You will be responsible for overseeing PIH's website; design and production of stewardship materials (newsletters, annual report and impact reports); producing clear and compelling stories based on PIH's work; and the creation of innovative branded marketing collateral and campaigns with a digital first mindset. You will also serve as an internal resource and support for communications-related needs of PIH Canada colleagues.

Primary Responsibilities

Website: 40%

- Website management; content (generate new Canadian content), SEO, analytics (GA4), user experience, troubleshooting, compliance with accessibility and privacy laws
- Proactively and systematically liaise with programmatic colleagues within PIH Canada to translate PIH Canada-supported work at care delivery sites for Canadian audience, via email, website stories, and other channels
- Create strategies to grow website metrics with a focus on increasing newsletter sign-ups
- Lead, plan, and execute strategy to further optimize PIHC's website key conversion points including landing pages and SEO, working with external vendors as needed
- Collaborate with the development team to create campaign-based website pages and coded assets for use for fundraising initiatives

Content Creation: 25%

- Develop original PIH Canada content and adapt content from US coordination site to create monthly and quarterly newsletter, annual report and impact report, blog posts and press releases, also ensuring timely deployment

- Creative development of fundraising graphics, new email templates and redesign of existing templates including for acquisition, information, stewardship, and promotions

Internal Communications Support: 20%

- Work with the Social Media Specialist to optimize digital assets, relying on analytical tools such as GA4
- Develop calendar of key dates and activities for annual communications planning while integrating PIH-wide strategic marketing and communications initiatives
- Ensure alignment with brand standards in all PIH Canada communications materials
- Help to develop and regularly update policies and protocols relevant to the operations of the Marketing and Communications department such as privacy policies and creative development guidelines
- Ensure all communications-related documents on PIH Canada Sharepoint page are current and updated

Public Outreach: 10%

- Explore editorial opportunities to profile our work and elevate our brand
- Identify 2-4 awards that PIHC can apply for to build our brand and demonstrate impact, showcase key volunteers or staff, employer etc.
- Support PIH Canada public relations and media efforts in collaboration with the Director of Development and National Director and the global PIH Marketing and Communications team

Other Responsibilities: 5%

- Participate on global communications team; keep PIHC colleagues informed of relevant/emerging organizational updates, country site emergencies, PR issues and policies
- Providing communications-related guidance for any PIHC staff and/or donor field visits to prepare PIHC team and maximize Canadian content opportunities
- Support the development & execution of French language branded materials.
- Purchase and maintain inventory of PIH swag, books etc.

Qualifications and Skills

- Minimum 5+years of relevant experience, preferably with digital content generation and strategy, branding, and/or marketing and communications or journalism background
- Excellent English writing and editing skills – you enjoy writing well! – with French language skills a significant asset
- Proven ability to use website metrics to drive and achieve strategic objectives, growing reach and engagement. Knowledge of GA4
- Proficient in Mac OS, Adobe CC software(emphasis on Illustrator, Photoshop and InDesign), Google Suite and MS Office 365:Powerpoint
- Detail-orientated approach to content creation, with excellent planning and prioritization skills
- Desire to produce high-quality written and multimedia content for diverse audiences by collaborating across departments and PIH sites.
- Experience in managing a WordPress site, including installing themes and plugins
- Familiarity with tools such as Drupal, Elementor and Pantheon
- Strong interpersonal skills to build relationships with a range of internal and external

stakeholders

- Experience in, or an interest in learning, PR and earned media best practices
- HTML/CSS experience is not required but is considered a plus
- Strong passion for PIH's mission and interest in global health equity and social justice

Compensation

Salary range is \$62,000 - \$68,000. We offer a flexible and hybrid work schedule, a competitive health and dental benefits package, professional development and learning, generous vacation and leave policies, and the opportunity to collaborate and grow with a diverse global team deeply committed to equity and social justice. Applicants must be legally eligible to work in Canada.

Application Instructions

Please send a CV and cover letter to hrcanada@pih.org with 'Marketing and Communications Specialist' in the subject line. Applications without a cover letter will not be considered. Applications will be reviewed on a rolling basis until the position is filled. We thank all applicants but regret we will be unable to respond to all submissions. We request that you do not follow up your application with a phone call or email. We will contact only those candidates selected for interviews. Thank you for your understanding.

Commitment to Diversity and Accessibility

Partners In Health Canada is committed to equal opportunity and equal treatment for every prospective and current employee. We value diversity in the workplace and believe our work is stronger when it benefits from the experience and knowledge of a diverse team. Candidates from diverse backgrounds, including but not limited to Indigenous peoples, racialized and LGBTQ2+ communities, women and people with disabilities, are encouraged to apply. If contacted in relation to a job opportunity, please notify us as soon as possible of any adaptive measures you might require. Information received relating to accommodation measures will be addressed confidentially.