

The mission of Canada's Children's Hospital Foundations (CCHF) is ***to fund the most urgent needs in children's healthcare by uniting hospitals, donors, and partners across Canada***. Established in 2017, CCHF is a non-profit organization that raises funds for a national network of children's hospital foundations. As the largest single, non-government funder of child health in Canada, CCHF continues to receive generous support through donors within Children's Miracle Network® as well as contributions from additional companies and partners.

When you join CCHF, you become part of a collaborative culture rooted in our values: compassion, ambition, partnership, and integrity. These values guide how we work with our Member Foundations, help shape our national partnerships and fundraising campaigns, and, of course, enable how we work as a team. Your success will be guided by our Leadership Competencies of Values People & Culture, Strategic, Accountable for Results, Promotes Learning & Development, Fosters Collaboration & Diversity, Leads Change and Exemplifies Integrity & Respect.

At CCHF we are more than fundraisers. We are champions for the next generation—standing with families, donors, partners and communities to form a trusted alliance advancing children's health and amplifying impact nationwide.

Bold in vision. National in scale. Local at heart.

Because the health of our children shapes the future of our country. And building that future starts here—with us.

POSITION OVERVIEW

The Specialist, Digital Communications supports the execution of digital communications that advance member engagement, partner campaigns, and organizational priorities. This role is responsible for managing digital channels, developing and publishing content, and supporting paid media initiatives.

Working closely with the Manager, Communications & Member Engagement, the Specialist translates key initiatives into clear, engaging digital content and ensures timely and accurate delivery across platforms.

This role will entail a combination of office and work from home environments, with employees working 2-3 days per week at our Toronto office. Occasional travel to fundraising activities and events, meetings, conferences, and training opportunities within Canada and USA will be required. Evening & weekend work may be required.

The expected salary for this position is: \$66,000-78,000*

**Note: based on factors such as education, experience, skills*

CCHF is looking to fill a vacancy on our team.

As a CCHF Employee, you will:

- Act as a positive contributor to the CCHF vision, mission, values, and culture
- Work collaboratively with CCHF staff, Member Foundations, Children's Miracle Network Hospitals (CMNH), partners, suppliers, and other stakeholders to gain buy-in in an environment of competing priorities

- Act as a skilled problem solver that thrives in a fast-paced environment and manage multiple priorities and quickly respond to the needs of partners and/or stakeholders in well-thought out and workable solutions

KEY RESPONSIBILITIES

1. Digital Content Development

- Develop, write, and post content across digital channels, including website, email and social media platforms
- Translate organizational priorities, campaigns, and updates into clear, engaging digital content
- Maintain and update website content to ensure accuracy and alignment with messaging
- Support content development for campaigns, events, and partner initiatives
- Coordinates the review and approval process for digital content, coordinating input from internal stakeholders, Member Foundations, and partners, ensuring timelines are met and deliverables are clear.

2. Digital Channel & Social Media Management

- Manage day-to-day execution of digital channels, including website, email, and social media platforms
- Maintain content calendars across digital channels, ensuring timely and coordinated delivery
- Monitor social media channels and support community engagement as appropriate
- Ensure consistency in tone, messaging, and branding across all digital touchpoints
- Track and report on digital and social media performance, identifying opportunities for improvement
- Troubleshoot and resolve issues related to digital platforms

3. Paid Media & Campaign Execution

- Support the execution of paid digital campaigns, including coordinating with external partners or agencies as required
- Prepare and manage campaign assets, including copy and creative
- Monitor campaign performance and provide regular updates and basic reporting
- Support optimization efforts based on performance insights
- Ensure alignment between paid and organic digital efforts, including social media

4. Monitoring and KPIs

- Assist with reporting requirements and monitoring cycles for the team's targets and growth through analysis of campaign results, social media metrics, and contribution to overall campaign feedback.

5. Other projects and duties as assigned.

QUALIFICATIONS

- Post-secondary diploma in Marketing or Business
- 3–5 years of experience in marketing, brand and communications, within an agency, retail, CPG or not-for-profit environment
- Experience in social and digital marketing content development, engagement best practices and basic analytics and reporting
- Proficiency with relevant software, e.g. Canva, Salesforce Account Engagement, Adobe Creative Suite, Video Editing, Hootsuite

- Proficiency with Microsoft Office applications (Word, PowerPoint, and Excel)
- Bilingualism in English and French is an asset
- Relationship building and customer service skills, exhibiting professionalism, diplomacy, tact and composure
- Effective communication skills, verbal and written; ability to adapt communication to respond to a wide variety of stakeholders and audiences
- Organization, project management and time management skills to prioritize effectively
- Problem-solving skills
- Attention to detail
- Innovative and creative approach to fulfill work assignments
- Ability to independently address varied situations that arise
- Ability to manage sensitive and confidential information, exercising good judgement in diverse situations

Canada's Children's Hospital Foundations is committed to fair and equitable employment in our recruitment and selection process. We welcome applicants including, but not limited to, persons with disabilities, racialized communities, all religions and ethnicities, Indigenous people, 2SLGBTQI+ persons and all others who may contribute to the further diversification of our foundation community.

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

To learn more about CCHF and our mission and values, visit our website at childrenshospitals.ca.

To review how CCHF will protect your private information, please visit: [Recruitment-Notice-CCHF.pdf](#)

To submit an application, please visit: <https://cchf.bamboohr.com/careers/94?source=aWQ9MTc%3D>