



## Job posting Advocacy campaign advisor

Helping to give all kids the best chance to live a long and healthy life – that's what we do at the Stollery Children's Hospital Foundation. Is that what you want to do, too?

### The position

The Stollery Children's Hospital Foundation is looking for a campaign advisor to support its advocacy work, playing a role in reaching Albertan supporters of the Stollery. In this position, you will work alongside the director of strategic partnerships to devise and implement campaign strategies that are aimed at growing influence and support across central and northern Alberta for the Stollery Children's Hospital.

Everything we do is for Stollery kids and their families. As a member of our team, you'll work in a trust-based, collaborative culture, with solution-focused team members who encourage ideas, take initiative, embrace change and celebrate successes.

This position is a six-month, full-time contract position, with the possibility of a contract extension.

### Key responsibilities

Reporting to the director of strategic partnerships, you will:

#### Campaign management:

- Make recommendations on the campaign strategy and its implementation based on your experience, insights and instinct
- Support social media strategy and content creation, assist with paid and earned media efforts, organize grass-roots work and conduct research
- Provide support to the Foundation's community engagement initiatives
- Provide support to the planning and execution of advocacy events
- Establish and manage tracking tools to manage the campaign and measure its success
- Analyze, interpret and present results on an ongoing basis

#### Digital content creation and online marketing support:

- Work in collaboration with the Foundation's marketing and communications team to recommend, develop and implement creative online marketing strategies in support of advocacy campaign goals
- Leverage existing, planned initiatives in support of the advocacy campaign
- Use our database to communicate with key audiences and share impact
- Create timely, accurate and compelling digital content, potentially including video and interactive media, to reach key audiences and influence stakeholder behaviour
- Work with the digital advisor to integrate marketing materials across all digital platforms as required
- Draft and support a social media publishing schedule to share campaign content



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### As our ideal candidate, you're someone who is:

- Educated, ideally with a bachelor's degree or higher, in an area such as communications, political science, data science, public relations, digital media or equivalent.
- Experienced in working on political campaigns or in a legislative office.
- Experienced in hard skills including data science, database management, media production and co-ordination, and/or social media marketing.
- Confident and insightful in making recommendations in support of the campaign.
- Curious and resourceful.
- Approachable, self-motivated, accountable, flexible, tactful and professional.
- Passionate about children's health and building grass-roots movements.
- An innovative digital storyteller with skills in online marketing and social media management tools such as Sprout Social and Hootsuite, SEO software, Google AdWords, Google Analytics and Google Tag Manager.
- Able to thrive in a dynamic, deadline-driven environment, carrying multiple projects at once.
- Able to work collaboratively with a variety of internal and external stakeholders, with strong oral communication and presentation skills.
- Positive with a solutions-focused attitude who can take initiative and work independently.
- Able to work through sensitive situations and exercise diplomacy and discretion when required.
- Knowledgeable of the digital landscape, including online campaigns, new technologies used in both front and back ends, social media, and online marketing.
- Able to derive and communicate actionable insights from large, disparate data sets.
- Proficient with a combination of search platforms including Google Adwords, Facebook Ads Manager, Instagram, Twitter, YouTube, etc. (Google AdWords and Facebook Ads Manager preferred). Experience with website analytics tools is a strong plus (e.g. Google Analytics, Omniture, etc.).
- Able to work outside regular hours to support Foundation events.

If this position describes you and you're motivated to make a difference in the lives of children, we invite you to submit your cover letter and resumé. This position will remain open until we find a qualified candidate who's a great culture fit.

This position is a six-month, full-time contract position, with the possibility of a contract extension.

**To apply, please email: [Jobs@stollerykids.com](mailto:Jobs@stollerykids.com)**

**\*\* Enter "Advocacy Campaign Advisor" in the subject line.**