



**WE ARE HIRING!**  
**COME JOIN OUR TEAM!**

## WEB AND EMAIL CONTENT SPECIALIST

CHEO Foundation, Ottawa, Ontario

Full time, permanent

Hiring range: \$55,000 to \$65,000

Deadline to apply  
**February 23, 2024**

Click [here](#) to visit our webpage

### About the CHEO Foundation

CHEO Foundation is the philanthropic arm of CHEO, CHEO Research Institute and Roger Neilson House. For 50 years, the CHEO Foundation has been the link between these respected institutions and the generous community that financially sustains them.

CHEO Foundation staff are inspired by donors, and the community, who support pediatric healthcare, cutting-edge research and essential services to ensure children and youth can live their best lives.

We are proud to put the interests of kids at the forefront of our decisions and we are intentional in everything we do. We improve by learning from experiences and by being accountable for our outcomes. We take care of ourselves and each other, embrace equity, diversity, inclusivity and indigeneity, and celebrate success as a team.



CHEOkids



CHEOhospital



CHEOvideos

[www.cheofoundation.com](http://www.cheofoundation.com)

### What we offer

- Extended Healthcare Benefits
- Defined Benefit Pension (HOOPP)
- Making a Difference in the Lives of Children/Youth
- Competitive Wages
- Flexible Schedules
- Onsite Fitness Centre
- Learning Opportunities
- Inclusive Culture
- Wellness Programs

## Position summary

Working with the VP, Shared Services, the Web and Email Content Specialist is responsible for the maintenance and development of CHEO Foundation websites, including microsites and email platforms to support the operations and activities of the Foundation.

This position has two distinct functions:

**Website development and deployment** - including updating content, ensuring smooth functioning of the website and providing technical expertise to support all web-related activities for CHEO Foundation.

**Email development and deployment** – including email creation, scheduling, and reporting on all email campaigns going out on behalf of the CHEO Foundation.

## About You

Working with the VP of Shared Services, you are one of the primary contacts for all aspects of the organization's websites, handling a range of responsibilities that may include web design and development, routine site and content maintenance, data analysis and optimization as well as interacting with key vendors.

You know and understand how websites work and improving the user experience is a key passion. You believe in the power of visual and digital storytelling and are constantly trying to find the right solution to suit business objectives.

You are a trusted expert on all matters related to web, web design and search engine optimization and constantly at the forefront of the latest technology to ensure maximum impact. You are on the look-out for the newest trends and are mindful of cybersecurity best practices to protect your data.

You understand how emails provide personalized communication between the CHEO Foundation and its external partners and know that timing and formatting are important in getting information to the right people at the right time.

## Primary Responsibilities

- Serve as a contact for all aspects of the organization's external websites
- Develop and maintain content in accordance with the organization's requirements
- Collaborate closely with the VP, Shared Services as well as the communications team to ensure that the websites are always up to date and optimized
- Develop and implement web security measures
- Maintain and document ownership of the organization's internet domains
- Deal with vendors to ensure that e-commerce applications and other features of the website function as required
- Maintain consistent, creative, and unified web design across the organization's web properties
- Create and deploy all email marketing campaigns on behalf of the organization
- Collect and analyze web analytics and similar data; identifies opportunities to improve search engine optimization, time on site, web traffic, and other relevant metrics
- Define and implement content submission processes
- Ensure compliance with organizational policies, procedures, and ethical standards; software licensing as well as AODA requirements
- Provide support to digital marketing campaigns
- Maintain current knowledge of best practices and emerging developments in web design, web development, coding, and technology
- Perform other related duties as assigned

## Key requirements

- Education in computer science, computer programming or web design
- Extensive knowledge in HTML and CSS
- Experience in developing successful web environments for corporate organizations
- Understands and adheres to values of inclusivity, equity and bilingualism
- Proven understanding of digital marketing, social media and other to deliver highly impactful web environment and email formats
- Ability to work and deliver on competing priorities
- Exceptional attention to detail

## Application Process

Applications will be accepted until midnight, **February 23, 2024**. Please send your resume with a cover letter to [apply@cheofoundation.com](mailto:apply@cheofoundation.com) with the position title in the subject line. Although we appreciate the interest of all candidates, only candidates invited for interviews will be contacted. No phone calls please.

**The CHEO Foundation is an equal opportunity employer. Should you require any accommodations during the application process please notify Human Resources as per the Accessibility for Ontarians with Disabilities Act.**