

EMPLOYMENT OPPORTUNITY

Women's College Hospital is the first and only independent, academic, ambulatory care hospital in Ontario with a primary focus on the health of women. If you're ready to be part of the future of healthcare, then you will want to join an institution in which the possibilities for creative innovation, breakthroughs in new thinking and groundbreaking work in academic ambulatory medicine are limitless. Women's College Hospital is committed to patient safety as a key professional value and an essential component of daily practice.

An exciting regular full-time opportunity as a **Digital Producer (Competition #180.17)** exists in Strategic Communications reporting to the Director, Digital Affairs. The Digital Producer will oversee a suite of digital properties, manage full-cycle digital projects and work closely with various departments and programs to advance their communications goals. This role requires a great deal of energy and ability across several disciplines including creative development, content production, web development and project management. You will need to be a problem solver with great attention to detail, work with little supervision, be a quick learner and passionate about digital content and communications. You will be a driver for continuous improvement and innovation for our platforms and methods.

Summary of Duties, but not limited to:

- Manage the hospital's external website, internal intranet, e-mail marketing, social media channels and other digital properties
- Contribute to the planning, creative development and production of all digital communications.
- Measurement and reporting of all digital properties including social media
- Ensure efficient and cost-effective processes and capabilities are in place to manage digital communications initiatives.
- Manage the daily operations of the digital properties and projects
- Update the hospital websites and intranet (via CMS)
- Work with external developers, designers and strategists to ensure the final digital product is consistent with the project vision, budget and timeline
- Optimize digital content to improve search engine rankings, increase online traffic, and enhance the user experience
- Recommend modifications to the interface and navigational elements to improve accessibility and usability
- Provide input into editorial content plans based on insights gathered from website and social media analytics

As a role model and champion you will work to identify and integrate safe, best practices into daily activities to foster the delivery of safe and exemplary care.

The responsibilities described above are representative and are not to be construed as all-inclusive.

Qualifications/Skills:

- College diploma or university degree in digital production or digital marketing
- 3-5 years of digital media experience (agency experience an asset)
- Experience in non-profit, public sector or health care is an asset
- Solid understanding of digital/web project life-cycles and knowledge of web design and development technologies
- Detail oriented with strong analytical, planning and organizational skills
- Proficient in Adobe CS professional suite, HTML and CSS

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- Knowledge of interface design, graphic production and wire framing
- Proficient in Google Analytics and other social media analytics tools
- Knowledge and use of CMS's (eg. MODX CMS and Clarity CMS)
- Development experience with mobile, JavaScript, HTML5, and responsive design
- Experience in non-profit, public sector or health care
- Ability to manage multiple, often competing priorities and work under tight deadlines with a positive attitude.
- Excellent verbal and written communication skills.
- Professional behavior and communication that meets the standards of the professional regulatory college or association, as applicable, and the standards of Women's College Hospital
- This position plays a critical role in acting as an advocate for safety and will demonstrate principles, practices and processes that will optimize a safe environment for all

POSTING DATE: August 25, 2017

Please forward resumes via email to HR@wchospital.ca with your name and the competition number in the subject line. (Example: Jane Smith, 1.16)

We thank you for your interest, however, only qualified applicants who are selected to be interviewed will be contacted.

Women's College Hospital is a fully affiliated teaching hospital of the University of Toronto and is committed to fairness and equity in employment and our recruitment and selection practices. We encourage applications from Aboriginal peoples, people with disabilities, members of sexual minority groups, members of racialized groups, women and any others who may contribute to the further diversification of our Hospital community. Accommodation will be provided in all parts of the hiring process as required under our Access for People with Disabilities policy. Applicants need to make their requirements known in advance.