The Society of Obstetricians and Gynaecologists of Canada (SOGC) is one of Canada’s oldest national specialty organizations. Established in 1944, the Society’s mission is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration, and education.

The SOGC has over 4,200 members, comprised of obstetricians, gynaecologists, family physicians, nurses, midwives, and allied health professionals working in the field of sexual reproductive health.

The SOGC continues to be a leading national and international authority on women’s reproductive health and on evidence-based training and education. The SOGC leads the development of 12-17 clinical practice guidelines per year and hosts three regional continuing medical education meetings and an Annual Clinical and Scientific Conference (ACSC). These events attract a diverse group of delegates that include women’s health care providers, researchers, educators and policy makers, who have the opportunity to network, learn and share information and ideas. These events also facilitate the identification of critical gaps in the field through needs assessments that inform future curricula and program development.

POSITION DESCRIPTION

The Digital Marketing and Communications Specialist contributes across digital marketing channels and functionalities by working on a day-to-day as well as campaign and project-specific basis. Key responsibilities include website management and analytics, content marketing, email marketing, copywriting and editing, and social media. The Digital Marketing and Communications Specialist also serves as an advocate for digital marketing best practices and makes recommendations for improving outreach with members and the public and identifying where content needs updating across digital assets.

KEY RESPONSIBILITIES
1. Lead on communications with members to promote regional and annual events and education activities, including ALARM courses and online courses. Lead developer for event app used at ACSC.
2. Lead on communications with members via email and via news updates on website for matters of importance to the profession (policy statements, guidelines, emerging technologies and treatments, recall notices, press releases, etc.).
3. Contributes to strategic oversight, planning and maintenance of the SOGC website and six public education websites on sex and sexuality, HPV, menstruation, pregnancy, periods and menopause.
4. Evaluates emerging technologies; provides thought leadership and perspective for adoption where appropriate.
5. Develops SOGC promotional writing pieces for web, email, and social media.
6. Works in tandem with Director on social media strategy.
7. Works with creative agency to measure and report on the performance of digital marketing campaigns to create success metrics for SOGC initiatives.
8. Curates content and maintains the SOGC’s presence across social media (Twitter, Facebook, YouTube, Instagram).
9. Other duties as needed by Director.

**QUALIFICATIONS, EXPERIENCE and KEY SKILLS**

- Post-secondary education or training (university degree or college diploma in marketing, public relations or a related field).
- Minimum 5-8 years’ experience in the field of communications, public relations and/or digital marketing.
- Significant experience in content management systems (e.g. WordPress).
- Significant experience with running social media campaigns and events.
- Proficiency in software applications such as Microsoft Office suite, Outlook, MailChimp, SurveyMonkey, EventMobi.
- Proficiency and familiarity/comfort with appropriate tones to take across social media platforms is essential.
- Knowledge of HTML and/or CSS is an asset.
- Graphic design skills, knowledge of Adobe Creative Suite are essential.
- Interactive media experience with video, digital photography is an asset.
- Ability to work collaboratively in a team environment and independently.
- Ability to take initiative and point out best practices for consideration.
- Detail-oriented with ability to handle a wide variety of tasks and a multitude of competing demands under tight deadlines.
Outstanding research and analytical skills, intuition with marketing and digital communications, including the ability to see digital assets and communications from a UX perspective.

- Very strong oral and written communication skills, including proficiency with grammar and syntax.
- Bilingualism (English/French) is a considerable asset.

**ADDITIONAL JOB REQUIREMENTS**

- Ability to work occasional overtime as required

Please clearly demonstrate how you meet the requirements of the position in your application/cover letter.

The SOGC is an equal opportunity employer and encourages all qualified applicants to apply. SOGC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Should you be interested, please submit your **cover letter, resume, and references** to the attention of Jay Poulton (jpoulton@sogc.com) **by Monday, June 29, 2020.**