

## Career Opportunity

### National Manager, Digital Marketing Permanent, Full Time Hybrid

The Canadian Mental Health Association is seeking qualified applicants for the role of National Manager, Digital Marketing to join the Marketing & Communications team at the CMHA's National office. This role is for you if you are excited at the prospect of creating and tracking ways to communicate with Canadians about the importance of mental health, working cross-functionally with various internal and external partners and advocating for a country where everyone has access to mental health supports where and when they need it.

About CMHA: Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. Through a presence in more than 330 communities across every province and one territory, CMHA provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. Our vision is a Canada where mental health is a human right. CMHA has been chosen as one of Canada's best places to work by Forbes magazine in 2021, 2022 and 2023.

#### **Position Summary:**

Reporting to the National Director of Marketing & Communications in Toronto, Ontario, the individual is a member of the Marketing & Communications team working in collaboration with them as well as across all internal portfolio areas and external partners.

This position will support the strategic and operational marketing priorities of the national office, with a strong emphasis on digital marketing and digital strategy. Responsibilities include overseeing all digital platforms that support CMHA National – including website properties, e-marketing communication, digital advertising, and applications development. Management of these platforms includes overseeing content management systems, usability improvement analytics and maintenance.

**Location:** The reporting manager is based out of the CMHA National office in Toronto. To encourage collaboration and explore new ways of working, CMHA National supports a hybrid work model of 2 days in the office and 3 days working from home.

**Reporting To:** National Director, Communications

**Directly Supervises:** Social Media Specialist

#### **Responsibilities:**

Create engaging content (plans and deliverables) and support day-to-day operations while participating in strategic planning, development of digital marketing materials and lead project management in the following areas:

#### **Website(s)**

- Oversee all CMHA National websites and sub-sites, including working with and managing web development agency of record, making content updates as needed, and recommending improvements for optimization and user experience.
- Work with website development agency on migration of all CMHA sub-sites to sit under one umbrella and continue to monitor and optimize for unique views, time spent and page views.
- Write, edit, and post blog content as needed.
- Oversee intranet including uploading of files.
- Implement a Search Engine Optimization (SEO) strategy for CMHA sites, ensuring all pages are optimized for search and identify opportunities for growth and to rank higher in Search Engine Results Pages (SERP).
- Assist internal Tech Team overseeing Federation website project (Web 2.0). Provide strategy considerations and customer support insights around project that assists Division / Branch level website build and management.

### **Social Media**

- Manage and mentor Social Media Specialist.
- Work with all social media channels' business manager accounts to oversee ad campaigns and invoicing.
- Identify opportunities for paid social media campaigns. Support in their execution.

### **Content**

- Plan, create and edit a variety of professional and engaging mental health content such as videos, web copy, articles, blogs, social media content and marketing copy as needed.
- Along with Bilingual Marketing & Communications Manager, co-lead quarterly content meetings with internal CMHA portfolio teams to identify opportunities to bring awareness and promote our collective work.
- Co-create the development of annual marcomm content calendar and identify opportunities for cross-promotion across all channels and through the Federation.

### **Campaigns**

- Lead the creation & implementation of digital marketing campaigns for CMHA National programs and pillar event dates including but not limited to, BounceBack, Not Myself Today, Mental Health Week, Resilient Minds, Act For Mental Health, etc.

### **Stakeholder Management**

- Act as marketing point person with key internal stakeholders to support programs and initiatives through digital channels.
- Oversee any media buying agency for various campaigns, as needed and alongside the Bilingual Marketing & Communications Manager.
- Work collaboratively with ad agency on Google Grants Ad Account, identifying opportunities to grow the account and improve clicks/conversions in both official languages.
- Contract and work with designers to oversee development of creative assets for various programs and campaigns as needed and alongside the Bilingual Marketing & Communications Manager.

### **Email Marketing**

- Work with the Communications Officers to improve email marketing strategy and execution.

### **Measurement & Analytics**

- Maintain regular digital data reporting (minimum of monthly) to help data-driven content decision making.

### **Miscellaneous**

- Manage marketing budgets for various programs/campaigns.
- Implement tracking as necessary to improve overall measurement of initiatives.
- Invoice processing as needed.
- Actively participate in team meetings and provide input/suggestion/feedback on initiatives within the scope of the Marketing & Communications team.
- Support the Director of Communications as needed.

### **Education & Qualification:**

University degree in a related discipline such as Digital Marketing; Communications; Marketing; or Business or an equivalent combination of education, training, and experience applying the skills within the field.

### **Experience:**

- 5-7 years of proven experience supporting or leading digital marketing planning and execution.
- Experience in a charitable or non-profit environment, with a focus on health, mental health, public health or population health, or experience in a digital marketing agency is an asset.

### **Skills & Knowledge:**

- A deep and thorough understanding of and expertise in social media platforms including Facebook, Instagram, LinkedIn, YouTube, Twitter.
- Knowledge of Facebook Business Manager and Facebook Ads Manager.
- Knowledge of Google Analytics, particularly GA4.
- Experience managing and updating WordPress sites, including plugins, page builders and widgets.
- Sound working knowledge of all aspects of web-based communications, including site development, site design and navigation, content creation and maintenance.
- Experience with MailChimp and email marketing strategy.
- Knowledge of SEO, SEM, digital strategy, and knowledge of current and emerging digital platforms (mobile, tablet, social, marketing automation). Google console and tag manager.
- Demonstrated experience with digital measurement and associated analytics and reporting tools such as DashThis or other similar services.

### **Soft Skills:**

- Exceptional oral, written, and digital communication, relationship management, and presentation skills.
- Excellent project management skills, creative management skills and problem-solving skills required.
- Proven ability to think strategically and be creative and resourceful to accomplish tasks.
- Ability to build consensus, manage multiple stakeholder relationships and inspire

confidence in both internal and external teams, including senior leaders.

- Resourceful, hands-on self-starter with a strong work ethic and a collaborative, team-oriented style.
- A fast learner who follows trends and innovation in digital media and communications.
- Self-starter able to work with limited supervision in a remote work setting.
- Highly motivated and passionate about mental health
- Bilingual (French & English) would be a significant asset.

**Compensation:** \$70,000-\$80,000 per year commensurate with experience and qualifications; along with benefits, a flexible work environment and a workplace culture committed to personal wellbeing and psychological safety.

**Benefits:** Pension plan, dental care, extended health care, life insurance, vision care, employee assistance program, flexible schedule, paid time off (vacation, sick and work life balance days), wellness program, work from home, hybrid work.

**Working conditions:** This is a full-time position, working standard office hours (currently 35 hours/week). This position functions in a normal office environment, using typical office equipment, with extended periods of sitting, telephone interaction and/or working at a computer and no unusual physical demands. CMHA National employees are required to be fully vaccinated against COVID-19 in accordance with our Vaccination Policy as a condition of being eligible for the recruitment process.

**Are you a fit?** If you are interested in applying for the role, please submit a PDF copy of your resume along with a cover letter to [careers@cmha.ca](mailto:careers@cmha.ca) by February 2, 2023. The subject line should mention “National Digital Marketing Manager”. We thank you for your interest, CMHA recognizes the effort and time candidates take to apply for job postings; those selected for an interview will be contacted. We encourage you to reach out if you want to know more about our process or the role.

To learn more about CMHA, visit: [www.cmha.ca](http://www.cmha.ca)

*CMHA is committed to our workforce reflecting the diversity of the communities within which we work. As such, we explicitly encourage applications from people with lived experience of a mental illness, persons with disabilities, members of Black, Indigenous and racialized communities, people of all sexual orientations, gender identities and expressions, and others who may contribute to the diversity of our staff. We invite you to self-identify in your cover letter. Please let us know if you require accommodations throughout the application process.*