

## Career Opportunity

### National Manager, Digital Marketing

The Canadian Mental Health Association is seeking qualified applicants for the role of a National Manager, Digital Marketing to join the National Office team. This role is for you if you are self-motivated, a fast learner who follows trends and innovation in digital media and communications and are looking for an opportunity to make a difference in Canadians' mental health.

**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 and 2022.

**Position Summary:** Reporting to the National Director, Communications and Marketing the individual will work in close collaboration with the Marketing Communications team and other portfolios. 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, usability improvements, analytics and maintenance.

**Location:** This position will be based at our office, located in downtown Toronto. To encourage collaboration and explore new ways of working, CMHA National supports a hybrid work model of 2 days in the office.

#### Position Responsibilities:

- Participate in strategic planning, development of digital marketing materials and lead project management:
  - In collaboration with other partners/sponsors and portfolios, lead the strategy and development of digital marketing materials for major national programs and campaigns such as BounceBack, Not Myself Today, campus peer support, government relations advocacy and other projects and releases.
  - Lead the planning, project management and oversight of all CMHA National website properties (mostly on WordPress), including working with vendors and IT department on the upgrade and expansion of the “shared web platform” across the federation.
  - Support the National Director of Communications in the planning and execution of a nationwide organizational rebranding exercise, including stakeholder engagement, RFP process, agency selection, creative development, naming exercise, creative asset development, approvals, and deployment.
- Stakeholder engagement and relationship building internally and externally:
  - Work with CMHA federation stakeholders on a longer-term plan to streamline our digital presence and create “one front door” to all mental health programs, services, and information across Canada.
  - Oversee external vendors, including web developers, designers, digital advertising agencies, partner agencies in a timely, thoughtful, and collaborative manner to make sure we deliver on time and on budget.
- Create engaging content and support day to day operations:
  - Plan, create and edit a variety of professional and engaging mental health content such as videos, web copy, articles, blogs, social media content, marketing copy.
  - Monitor and report on digital analytics in an effort to understand, grow and report on our email marketing, social followers, website visitors, newsletter subscribers.
  - Effectively manage workflow and timelines pertaining to a variety of marketing communications projects simultaneously, in various stages of completion.

- Actively participate in team meetings and provide input/suggestions/feedback on initiatives within the scope of the Marketing Communications team.

**Education & Qualification:**

- University degree in related discipline i.e., preferably in Communications, Marketing, Digital Marketing or related field.

**Experience:**

- 5 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.

**Knowledge:**

- A deep and thorough understanding of and expertise in social media platforms including Facebook, YouTube, Twitter, Instagram and LinkedIn, as well as Wordpress.
- Knowledge of SEO, SEM, digital strategy and current and emerging digital platforms (mobile, tablet, social, marketing automation).
- Demonstrated experience with digital measurement and associated analytics and reporting tools including Google Analytics (GA4).
- Sound working knowledge of all aspects of web-based communications, including site development, site design and navigation, content creation and maintenance.
- Keep up-to-date with current developments and trends in digital communications and content knowledge.
- Demonstrate high levels of computer literacy and have a strong facility with the Internet, as well as with various software programs including Word, PowerPoint, spreadsheets and database management programs.

**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.
- Effectively able to work under pressure and manage change in a fast-paced environment.
- Self-starter able to work with limited supervision in a remote work setting.
- Capability to work independently or within group dynamics as required.
- Highly motivated and passionate about mental health.
- Bilingual (French & English) would be a significant asset.

**Compensation:** \$80,000-\$85,000 per year along with benefits, a flexible work environment and a workplace culture committed to personal wellbeing and psychological safety.

**Benefits:** 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.
- Due to the public nature of this job, there may be some challenging contacts or situations from external stakeholders.
- 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.

- Proof of COVID-19 vaccinations will be required. If you are not able to obtain COVID-19 vaccinations for a reason related to a protected ground of discrimination under applicable human rights legislation, you can request accommodation from CMHA National.
- You can review conditions that may qualify for medical exemption to the COVID-19 vaccine here: [Medical Exemptions to COVID-19 Vaccination](#)

**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 15 November 2023. The subject line should mention “National Manager, Digital Marketing”. We thank you for your interest and please note that only those identified for an interview will be contacted. 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.*