



## Marketing Specialist

We are seeking a Marketing Specialist to develop, coordinate and execute digital marketing campaigns and activities to help raise our organization's profile, grow our audience and increase engagement.

If you're a creative marketer who wants to make your mark on childhood cancer care in Ontario, we'd love to hear from you!

### Here's what you will do:

As a member of the Communications team and under the leadership of the Senior Manager, Communications, this role connects with programs across the organization to inform and execute POGO's marketing initiatives with a strong emphasis on creating impactful and engaging content across digital platforms. You will lead the planning, execution and evaluation of all digital communications, supporting brand awareness, storytelling, and showcasing events and fundraising initiatives, with an overall goal to bolster POGO's profile and grow our audience. In this role you will collaborate with internal and external stakeholders to drive and manage the day-to-day execution of marketing activities across multiple formats and platforms.

### Key responsibilities:

- **Content Marketing:** Through collaboration across the organization, support development of engaging content for blogs, social media, newsletters, email campaigns and other media; manage and curate content for events, newsletters, initiatives, programs and activities, as well as evergreen posts and reels.
- **Digital Marketing:** Support the development and implementation of digital marketing plans and tactics that increase awareness and build brand profile. Advise and fuel the growth of POGO's online presence and generate meaningful conversions in support of POGO's strategic objectives; manage the organization's social media accounts, prioritizing audience reach, interaction and engagement across platforms.
- **SEO/SEM & Website Management:** Support the website revamp currently underway; manage the ongoing maintenance of the organization's website and microsites; improve search engine rankings, user experience and tracking and reporting on website performance; develop, implement, optimize, and evaluate organic and paid ad campaigns across digital platforms, including Meta, Google Search/Display networks and YouTube.
- **Email Marketing:** Lead, coordinate and implement email marketing campaigns; work with program teams to determine their email marketing needs and support execution; manage segmentation for different audiences and experiences.

- **Analytics & Reporting:** Establish metrics and lead tracking, analysis and reporting of the effectiveness of marketing and communications initiatives. Set and monitor key performance indicators; review, evaluate and make recommendations on all marketing activities.
- **Other responsibilities:** Build and maintain relationships with internal and external teams; provide guidance to peers about digital marketing activities; conduct media monitoring; develop, maintain and execute the media calendar; support other marketing and communication activities as required.

#### Qualifications:

- Diploma or degree focused on marketing, digital media, or related field.
- Three to Five years' relevant experience in marketing with a solid understanding of current trends and best practices related to website design, social media and other online platforms.
- Experience in a non-profit and/or healthcare setting is ideal.
- Experience in implementing strategy – digital, marketing or communications – with a proven track record in bringing new ideas to fruition and delivering on objectives.
- Proven experience in the planning, development, scheduling, and monitoring of social media content and accounts, e.g., Facebook, LinkedIn, Instagram, YouTube.
- Basic graphic design skills and familiarity with Canva required.
- Strong written communication skills, with experience in different types of content (i.e., social, web, blogs, newsletters, etc.).
- Skilled in the use of a website content management system, preferably WordPress.
- Proven experience executing campaigns and analyzing results within Meta Business Manager, Google Ads, Google Analytics, and usage of social media analytic tools.
- Excellent organizational and time management skills with an ability to meet deadlines.
- Willingness to work outside of regular business hours and occasional travel locally as necessary to support events.
- Valid driver's license and access to a vehicle preferred.

#### About POGO:

POGO partners to achieve an excellent childhood cancer care system for children, youth, their families, survivors, and healthcare teams in Ontario and beyond. POGO champions childhood cancer care, and as the collective voice of this community, is the official advisor to Ontario's Ministry of Health on children's cancer control and treatment. POGO is a non-profit organization with charitable status.

POGO is a great place to grow your career and support the advancement of the childhood cancer system in Ontario. We offer a highly flexible work environment, great benefits and an inclusive team culture that values your contributions.

**What we offer:**

POGO is a great place to grow your career and support the advancement of the childhood cancer system in Ontario. We offer a highly flexible work environment, good benefits and a generous, inclusive team culture that values your contributions.

- Hybrid work model (candidates are required to work from our Toronto office for 2+ days/week)
- A competitive compensation package including comprehensive health benefits
- 3 weeks of paid vacation time
- Participation in a defined pension plan with Healthcare of Ontario Pension Plan (HOOPP)

Interested in being a part of POGO? We look forward to your application!

We believe diverse perspectives strengthen our ability to deliver on our mission, and that to achieve our vision of excellence requires an environment in which everyone feels welcomed and valued, including our team, and those we serve and with whom we work.

POGO is committed to meeting the accessibility needs of all applicants throughout the recruiting and selection process. Please let us know about any accommodation and/or support requirements.

**How to Apply:**

Interested applicants are invited to submit a cover letter and resume (both required) as one attachment to [hr@pogo.ca](mailto:hr@pogo.ca)

Please note we are only accepting applications from those authorized to work in Canada and we are not currently sponsoring any work visas.

We gratefully appreciate all interest; however, only those selected for an interview will be contacted