

JOB POSTING

POSITION:	Senior Manager, Content + Digital Marketing Full-time,
JOB TYPE:	Permanent,
LOCATION:	4500 Oak Street, Vancouver
REPORTS TO:	VP, Marketing, Communications + Brand
SALARY RANGE:	\$60,000 – \$85,000, depending on experience

POSITION SUMMARY

Reporting to the Vice President-Marketing, Communications + Brand, this role owns the day-to-day operation of the Foundation's content and digital ecosystem across web, social, email, and video. This role translates brand and campaign strategy into compelling content and digital experiences that build community, grow awareness and support fundraising.

This is a hands-on role for someone who is as comfortable working in the back end of WordPress and planning a landing page as they are working compassionately with patients and families, collaborating with physicians and researchers, and partnering with leaders and colleagues across the Foundation and our partners.

You are a strong storyteller and digital marketer who can translate complex health and research concepts into accessible, compelling communications that build community, grow brand awareness and support fundraising. Given an approved idea or campaign direction, you can independently take it from brief through execution, storyboarding, outlining briefs, building, producing, publishing and measuring the work along the way.

You will also help us build smarter ways of working, using AI, templates, workflows and digital tools to increase our capacity while maintaining the quality, authenticity and care our work requires.

Comfortable working in a small, fast-moving team where priorities evolve and roles are broad; knows when to move independently and when to seek input or approval.

SPECIFIC ACCOUNTABILITIES

Web

- **WordPress expertise is essential to this role.** You must be comfortable independently building and updating pages, landing pages and forms; managing content and basic site functionality; troubleshooting common issues; and working with external developers when more technical support is required.
- Works with the Data team and Digital Strategist to implement campaign tagging and tracking, ensuring digital campaigns and advertising are accurately measured.
- Develop and publish web articles aligned to the Foundation's key pillars; supports SEO strategy through content
- Supports the Foundation's search presence across Google, working with digital partners to optimize content, campaigns and web experiences for discoverability, traffic and conversion.
- Applies SEO and AEO (Answer Engine Optimization) best practices to help Foundation content be discoverable across traditional search and AI-powered search experiences.
- Optimization, guest articles, and backlinks
- Monitors and reports on site performance, using analytics to optimize digital assets

Content Operations + AI

- Builds and maintains repeatable content workflows, templates, calendars and processes that help a small team work efficiently and consistently.
- Uses AI thoughtfully and responsibly across research, drafting, repurposing, analysis and workflow automation to increase capacity while maintaining brand standards and human oversight.
- Identifies repetitive work that can be simplified, automated or systematized and helps implement better ways of working.
- Maintains organized digital assets, content libraries and documentation so work can be easily found, reused and scaled.
- Writes and edits persuasive, imaginative communications for web, social, email, and campaign use — including patient stories, donor spotlights, and staff features

- Shoots, edits, and produces short-form video for social and web; manages the photo library and patient story bank
- Designs on-brand graphics, infographics, and collateral in Canva; upholds brand standards, style guide, and voice

Digital + Email

- Develops and manages the social calendar to align on priorities and content, then managing execution through scheduling and publishing through Sprout Social
- Support the Foundation's brand voice — engaging with audiences, building community, and joining wider conversations in the women's health space
- Monitors social and digital trends, risks, and opportunities, bringing forward timely ideas and opportunities
- Owns the email marketing calendar and manages email campaigns through execution, collaborating with Marketing, Fundraising and Data teams on content, audience segmentation and approvals; oversees layout, build, testing, deployment and reporting.
- Builds, tests, and deploys email campaigns; manages audience segmentation with fundraising/data team, workflows
- Reports on email performance and applies insights to improve engagement and conversion
- Considers the full audience journey across web, email, social and donation experiences, identifying opportunities to improve engagement and conversion.
- Establishes and maintains reporting across web, email, social and campaigns, translating data into clear recommendations rather than reporting metrics alone.
- Uses audience behaviour and campaign performance to test, learn and continuously improve content and digital experiences.

Campaigns + Events

- **Leads the day-to-day marketing execution** of Foundation campaigns and Signature Events, translating approved strategy and creative direction into coordinated workbooks, content, email, social, web and digital assets.
- Owns timelines and deliverables across assigned campaigns, proactively identifying dependencies, risks and next steps.
- Partners with the fundraising team to support donor engagement and revenue targets

GENERAL

- Works closely, effectively, and positively with team members across the Foundation
- Prioritizes work effectively, manages time efficiently, and keeps their manager updated on workflow and issues
- Actively supports the Foundation's Reconciliation, Equity, Diversity + Inclusion (REDI) efforts, demonstrating respect for differences and seeking out different perspectives
- Demonstrates the Foundation's core values of ambition, authenticity, and light-heartedness.
- Ability to take initiative and work independently.
- Participates in the Foundation's Signature Events and other key events in which all staff play a role.
- Performs other duties as assigned, consistent with the scope of the role

QUALIFICATIONS

Education and Experience

- Education, training, and experience equivalent to a diploma/post-secondary credential in marketing, communications, or related field preferred, plus 5+ years of progressive experience digital marketing, content marketing, copywriting, or journalism experience. Personal content creation and other relevant experience will also be considered.
- Demonstrated success using digital content to build community, generate leads, and drive revenue
- Experience supporting fundraising campaigns or events is an asset

Required Technical Skills

- **WordPress expertise is essential to this role.** You must be comfortable independently building and updating pages, landing pages and forms; managing content and basic site functionality; troubleshooting common issues; and working with external developers when more technical support is required.
- Sprout Social (or comparable scheduling platform) — planning, scheduling, publishing, and reporting
- Social media — active, current understanding of Instagram, Facebook and LinkedIn, including platform trends, content formats, audience behaviours and best practices; regularly follows how social platforms and content are evolving.
- Writing — writing and editing skills with range across audiences and formats
- Video + creative performance — strong understanding of social-first video best practices, including hooks, pacing, formats, storytelling and platform behaviours; able to use performance insights to inform and improve future creative.



- Video editing — experience shooting and editing short-form video is an asset.
- Creative + design — strong visual judgment and understanding of brand consistency, with the ability to provide clear creative direction and feedback.
- Canva — ability to create or adapt simple, on-brand assets for quick-turn needs is an asset.
- Email marketing platforms — campaign builds, segmentation, testing, and reporting
- AI tools — current, practical use in a marketing workflow

Skills and Competencies

- Strong project management skills, attention to detail, and the ability to manage multiple priorities to deadline
- Strong social instincts and curiosity, with an eye for emerging trends, conversations and creative opportunities relevant to the Foundation and its audiences.
- Ability to translate scientific and research concepts into clear, engaging communications
- Solid understanding of SEO and digital analytics
- Initiative and self-motivation, paired with a genuine collaborative instinct
- Strong interpersonal skills and the ability to build trust with internal and external stakeholders
- Adobe InDesign and Photoshop, MS Planner and Microsoft Office proficiency an asset
- Proficiency in languages other than English considered an asset

WHAT WE OFFER

- Salary of \$60,000 – \$85,000, depending on experience
- Defined benefit pension (Municipal Pension Plan)
- 100% employer-paid health and extended benefit premiums
- Hybrid and flexible work, with a compressed work week option
- Transit subsidy
- Professional development support
- A small, close team where your work is visible and your ideas move quickly

HOW TO APPLY

Please send your resume and a brief cover note to careers@bcwomensfoundation.org and include 2–3 examples of work that demonstrate your writing/content skills and digital execution. At least one example should demonstrate hands-on website or WordPress experience.

BC Women's Health Foundation is committed to building a team that reflects the communities we serve. We welcome applications from all qualified candidates and will gladly provide accommodation at any stage of the hiring process.

September 2026