

Manager, Social Media

(18-month contract)

About UHF Foundation

UHN is Canada's #1 and the top publicly funded hospital in the world. UHN Foundation raises funds for research, education and the enhancement of patient care at Toronto General and Toronto Western hospitals, Toronto Rehab and the Michener Institute of Education as well as their respective research arms. These institutions are members of University Health Network (UHN), which also includes Princess Margaret Cancer Centre. UHN is a major landmark in Canada's healthcare system and a teaching hospital of the University of Toronto. Building on the strengths of this remarkable hospital network, the organization brings together the talent and resources that make it an international leader in health care. Toronto General Hospital was named the third best hospital in the world in a global ranking, the only Canadian in the top ten. Additionally, since the beginning of the list's inception in 2011, UHN is ranked #1 in the list of Canada's Top 40 Research Hospitals. The Foundation's vision and mission is to enable global leadership and innovation in health by developing strong relationships with UHN stakeholders. We are committed to supporting UHN's vision to create a healthier world by embodying our values of excellence, integrity, accountability, collaboration and a donor-centric approach.

Position summary

The Manager, Social Media is a passionate leader who will lead the strategy, content development and engagement across UHN Foundation's social media channels including LinkedIn, Facebook, Instagram and X. They will develop and oversee content development and storytelling to build brand awareness, foster community engagement, and highlight philanthropy's impact, and support donor conversion. This role requires expertise in data analysis, community engagement and social listening to shape strategy and content. Comfort navigating UHN Foundation's complex and evolving environment is essential. Content includes written pieces, short- and long-form videos, monthly newsletters, and more.

The ideal candidate has demonstrated experience in digital marketing with a focus on social media strategy, content development and community engagement. They excel in data-driven decision-making, staying current with the ever-changing social media landscape, and taking initiative to innovate. A strong communicator with a proven record of hands-on execution and leadership, they have recently led successful social media strategies and campaigns. The candidate must also possess excellent leadership and project management, and collaboration skills, with a service-oriented mindset. We are looking for an innovative leader eager to elevate social media engagement to new heights!

The Manager will report to the Director, Marketing and have two direct reports. They will work very closely with the Public Relations, Community Giving (donations up to \$100K), Events, Major Gifts, Estate Giving, Corporate Giving and Stewardship teams to integrate efforts across the Foundation. This role is a critical bridge between marketing and fundraising.

RESPONSIBILITIES

Social Media strategy & execution

- Using data gathering and analytics, build the social strategy, content and engagement and community growth strategies while establishing KPIs to continue building our audiences
- Oversee the development and implementation of social media content across core digital platforms including social media channels (Facebook, Twitter, Instagram, LinkedIn and YouTube).

- In alignment with our strategic plan, collaborate with the Community Giving team to integrate efforts to support direct response fundraising campaigns and other mass fundraising programs to maximize unrestricted giving
- Ensure all social marketing is aligned with brand visual identity, tone and voice
- Act as one of the Foundation's in-house social media marketing experts, informing on the latest social media trends, best practices and tools that will support the Foundation's ongoing and future success

Content development, management & community engagement

- Responsible for overseeing the following storytelling vehicles, including development and adaptation of content for distribution across social media channels (Twitter, LinkedIn, Facebook, Instagram, YouTube), and monthly eNewsletter
- Support the Community Giving team with campaign planning to ensure our digital properties guide audiences through the marketing funnel from click to conversion
- Investigate new tools, technologies and processes to improve overall channel performance, improve usability, design and content across all social media channels to drive online traffic to our digital properties
- Build and manage a very robust social media calendar that aligns and integrates UHN priorities, brand-building and fundraising strategies
- Collaborate with internal and external resources (e.g., writers, content producers, graphic design, web specialist, external suppliers) to develop and deploy compelling content that contributes to larger-scale goals
- With the organic team, lead and be responsive to encourage engaging community engagement

Analytics

- Leverage audience research, competitive scans, social listening to inform strategy, content development and engagement
- Establish analytics reporting methodology and frequency for social media channels, and eNewsletter, tracking against KPIs.
- Leverage social media listening to inform marketing, communications and engagement strategies
- Share digital marketing insights and analytics with digital fundraising team to help inform the overall Foundation digital roadmap, including marketing and fundraising strategies
- Develop regular and special reporting tailored to different audiences to track overall performance as well as specific initiatives and campaigns

Team Leadership

- Manage the financial and operational objectives for social media
 - Facilitate and coordinate collaboration with the larger Marketing, Public Relations, Communications and Community Giving team, Stewardship and Events while working in strong alignment with the rest of the organization
 - Manage and develop team members through effective performance management including the development of individual work plans and motivate the achievement of results consistent with agreed objectives
 - Produce and maintain guidelines and process documents as required to support and streamline social media processes
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REQUIREMENTS

- Minimum 7 – 10 years of digital marketing with documented success in developing and leading social media channels in a busy, ever-changing work environment including media, non-profit and/or healthcare sector
- Bachelor's degree in marketing, communications, journalism or similar (digital marketing specialization or certificate an asset)
- In-depth knowledge and understanding of digital marketing principles, data gathering and analytics, social media marketing, social listening and different channel nuances.
- Demonstrated experience with social channels and social management systems (Sprout Social), Adobe Creative Cloud, Google Analytics, Google Tag Manager, social listening, performance data, creative asset development and AODA standards
- Experience with community engagement including interacting with followers, responding to comments and resolving issues in the moment that present via social channels
- Highly proactive self-starter who takes initiative and thinks ahead while managing day-to-day needs
- Analytical, strategic and creative thinker, and constant learner who stays on top of digital trends and best practices
- Manage and mentor direct reports while also willing to roll up sleeves as an active contributor
- Excellent project management skills to manage multiple priorities, multiple stakeholders and occasionally competing priorities
- Ability to set priorities, demonstrate a positive attitude, troubleshoot and problem solve independently using sound judgement
- Excellent written, verbal, editing and proofreading skills (Canadian Press style an asset)

WORK ENVIRONMENT

- High-performance, fast-paced, service-oriented, ever-changing work environment
- Collaborative, with a shared goal of achieving fundraising success
- Typical Monday to Friday office hours, with some atypical hours required to support social media coverage of special foundation events
- Work is hybrid with approximately 2 days per week, in-person.