



## Digital Specialist

**Status:** Full-Time

**Location:** Toronto, ON

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*Do you have a passion for website content and design? Would you like to take on a role that will have a direct impact on growing brand awareness while also creating a digital experience that is supportive and empowering to the community? Are you seeking to make a difference in the not-for-profit world and in peoples' lives?*

*If so, we'd love to hear from you!*

### About Us:

Cystic Fibrosis Canada (CF Canada) is a national charitable not-for-profit corporation established in 1960 and is one of the world's top three charitable organizations committed to finding a cure for cystic fibrosis (CF). As an internationally recognized leader in funding innovation and clinical care, we invest more in life-saving CF research and care than any other non-governmental agency in Canada.

### Overview:

We are seeking a digital dynamo eager to join our collaborative team and help guide and implement our website strategies. This is an exciting opportunity for someone who likes the balance of providing strategy and counsel, while also creating compelling content for our websites, monitoring the website's metrics and assisting with improving the website performance.

The Digital Specialist will work on the national bilingual website, but also help our regional teams by overseeing or supporting the digital presences for their various fundraising initiatives. The Specialist will enjoy the opportunity to collaborate with teams across the organization and have a service-oriented mindset focused on using best practices to meet organizational objectives. The Specialist will be joining us at an exciting time and will help assess our digital needs and will play an important role helping to work with an agency to redevelop our national bilingual website in the coming year.

This position will report to the Director, Marketing, and will support the National Office Team located in Toronto, though the candidate is eligible to work remotely. Due to the COVID-19 pandemic, all employees of Cystic Fibrosis Canada are currently remote.

**Responsibilities and Learning Opportunities:**

- Provide recommendations and execute digital best practices in user experience, SEO and website content structure and development for CF Canada's national bilingual website and key event websites including the Walk to Make Cystic Fibrosis History site.
- Conduct regular website content audits to ensure it is accurate, on brand and meets security and accessibility requirements
- Where necessary, support new digital initiatives, which could focus on fundraising, community engagement and peer to peer programs
- Create strategies to grow website traffic
- Monitor the website's performance and update metrics reports
- Maintain the organization's central digital assets register
- Working with the team, assist in creating a new website for the organization which will include a needs assessment, creating an RFP, working with the chosen vendor to project manage the development of a new site
- Participate in marketing and communications team meetings including editorial planning, strategy development, and status updates
- Prepare 'how to' guides and lead content management training for staff as needed
- Work with agencies or third-party providers where necessary

**Qualifications & Skills:**

- 4-5 years of experience working with web content management systems;
- Excellent content creation and writing skills for websites; strong design eye;
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, Search engine optimization, HotJar, Google AdWords, etc.);
- Comfortable using graphic design platforms such as Photoshop, Illustrator, InDesign to create graphics for websites;
- Knowledge of web accessibility standards;
- Great understanding of search engine optimization and experience optimizing websites;
- Strong attention to detail with an analytical mind and outstanding problem-solving and project management skills;
- Ability to collaborate, provide updates, and deliver results in a virtual work environment
- Ability to work efficiently in a fast-paced environment;
- Ability to code is an asset;
- Prior experience at a charity is helpful;
- English / French bilingualism an asset.

Please submit your resume and cover letter to [hr@cysticfibrosis.ca](mailto:hr@cysticfibrosis.ca). Please indicate **"Digital Specialist"** in your subject line, and include your salary expectations.

\*Note: All job postings will be open a minimum 5 business days from the date of posting.

*Cystic Fibrosis Canada thanks all applicants in advance. Only those candidates selected for an interview will be contacted.*

Posting Date: March 23, 2021

*Cystic Fibrosis Canada is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to culture, ethnicity, race, color, religion, beliefs, gender, gender identify or expression, sexual orientation, nation of origin, genetics, disability, age, or veteran status.*

*We will be happy to work with applicants requesting accommodation at all stages of the hiring process.*

*For additional information on our values (Excellence, Accountability, Caring & Teamwork), Cystic Fibrosis Canada and the courageous fight being waged against this disease, please visit [www.cysticfibrosis.ca](http://www.cysticfibrosis.ca).*