

Content Marketing & Multimedia Specialist

Covenant Foundation proudly supports Covenant Health, Covenant Care and Covenant Living and their 155-year legacy of healing the body, enriching the mind and nurturing the soul.

Our foundation partners with the community to help create vibrant communities of health and healing for Albertans from all backgrounds, faiths and circumstances, through every stage of life. With the generosity of donors, we help transform health care for priorities such as seniors' health, mental health, rural health, palliative care, women and children's health, and spiritual care. The funds we raise support specialized programs, equipment and training, and enhanced care spaces at 22 Covenant hospitals and continuing care sites across Alberta.

Covenant Foundation is seeking a Content Marketing & Multimedia Specialist to join its growing team.

Reporting to Director of Marketing & Communications Covenant Foundation is seeking a creative and versatile Content Marketing & Multimedia Specialist to design and execute visually compelling and engaging content across our platforms. This role combines storytelling with design, video production, and digital marketing expertise to captivate audiences and elevate our brand. The ideal candidate is skilled in both written and visual content creation and thrives on developing innovative ways to engage donors, partners, and the community.

KEY RESPONSIBILITIES

Content Strategy & Creation

- Develop and implement a multimedia content strategy to enhance audience engagement and donor outreach.
- Create dynamic content across multiple mediums, including video, infographics, animations, photos, and written stories.
- Design and produce visually engaging assets for social media, campaigns, website updates, email marketing, and print materials.

Video Production and Design

- Plan, shoot, and edit video content, including donor stories, patient testimonials, event highlights, and campaign promotions.
- Use animation and motion graphics to create eye-catching and shareable content.
- Oversee end-to-end video production, including scripting, storyboarding, and post-production.

Brand Management & Media Relations

- Collaborate on managing Covenant Foundation's social media platforms, focusing on dynamic, shareable content to grow engagement and awareness.
- Collaborate on updating website content to keep it fresh, visually appealing, and user-friendly.
- Optimize all multimedia content using best practices for SEO and digital engagement.

Brand Consistency & Innovation

- Ensure all content aligns with Covenant Foundation's brand identity and values.

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- Bring fresh ideas to campaigns and projects to make our content more engaging and impactful.

Collaboration & Support

- Work closely with the Marketing and Communications Director, Fundraising Team, and external partners to align content with overall campaigns and strategies.
- Provide creative direction and support for special events, campaigns, and donor engagement initiatives.

Analytics & Optimization

- Monitor performance metrics (engagement rates, video views, website traffic) and use insights to refine strategies and content.
- Experiment with emerging trends and technologies to maximize reach and impact.

QUALIFICATIONS

Education and Experience

- Bachelor's degree in Marketing, Communications, Design, Multimedia, or a related field.
- 1+ years in multimedia content creation, digital marketing, or a similar role.

Key Competencies

- Proficiency in graphic design tools (e.g., Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro, After Effects).
- Expertise in video production, including shooting, editing, and motion graphics.
- Strong storytelling skills with an ability to write clear, engaging copy.
- Experience with social media management and content scheduling tools (e.g., Hootsuite).
- Knowledge of digital marketing strategies, including SEO, email marketing, and analytics tools (e.g., Google Analytics, Mailchimp).
- A creative mindset with the ability to translate complex ideas into visually engaging content.

Why Join Us?

- **Make an Impact:** Your creative work will directly support healthcare programs and improve lives in Alberta.
- **Collaborative Environment:** Work with a passionate team committed to innovation and impact.
- **Growth Opportunities:** Expand your skills in multimedia, design, and marketing while working on meaningful projects.
- **Competitive Compensation:** Enjoy a comprehensive benefits package and a supportive work culture.

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Why Covenant Foundation?

We believe in supporting our employees holistically by providing:

- Competitive pay \$60,668 – \$82,443 per annum based on a 35-hour work week
- Comprehensive benefit package
- Pension plan
- Flex-spending account
- Hybrid remote/in-office work environment

To Apply

Please email your cover letter and résumé in one document to Sara Tharakan at foundation@covenanthealth.ca. Please include in your email subject line: **CONTENT MARKETING & MULTIMEDIA SPECIALIST**

While we thank all candidates who apply, we will only reach out to candidates who meet the hiring manager's requirements on their résumé.

Commitment to Diversity, Equity, Inclusion and Accessibility

Covenant Foundation values diversity in thought as well as representation. We are committed to building an environment that provides a foundation for safety and belonging and are challenging our biases and assumptions daily. Should you need any support during the application or interview process, please do not hesitate to reach out to Sara Tharakan at foundation@covenanthealth.ca.