



## Digital Marketing Communications Specialist Full-time Permanent Position

### About Renascent:

Renascent is an accredited leader in the addiction treatment field, with a legacy of serving people impacted by substance addictions for 50 years. As a not-for-profit health care organization, Renascent is committed to the values of compassion, respect, and empathy, as well as evidenced-based approaches and continuous improvement. Renascent treatment programs provide person-centred care within an abstinence-based model, integrating current best practice clinical approaches with 12-step facilitation. Due to the impact of addiction on families, specialized programs and support are also offered for family members, including children. In addition to providing treatment, Renascent actively engages communities through the Renascent Foundation to raise awareness, funds and resources for the treatment and prevention of addiction and co-occurring mental illnesses.

### Role & Responsibilities:

We are looking for an innovative, energetic, and professional individual with a strong digital marketing communications background. They will be an exceptional communicator with superb interpersonal skills and a compelling storyteller, who is agile, passionate, and enthusiastic and can interface with various stakeholder groups with ease.

### About the Position:

Reporting to the Director, Business Development and Philanthropy, the Digital Marketing Communications Specialist works collaboratively with the Teams to execute a cohesive, comprehensive and ongoing communications and marketing program that effectively engages all stakeholders through storytelling. The individual will advise and support operations, business development, and fundraising to advance Renascent's strategic priorities. The individual is responsible for the implementation and evaluation of Renascent's digital marketing and communications strategies.

#### General Duties and Accountabilities:

- Brand ownership – develop and conserve brand guidelines and ensure adherence and protection of all brand properties and assets.
- Establish and apply corporate communication policies and standards (e.g., media protocol, visual identity standards, etc.).
- In collaboration with the Team, create annual digital marketing communications plan to engage internal stakeholder groups (clients, alumni, staff, community, and board).
- Plan and execute multiplatform digital marketing and fundraising campaigns.
- Oversee the development of content and collateral for Renascent’s Annual Report.
- Provide input and lead the creation and implementation of marketing and communications plans, and internal communications etc. to ensure appropriate strategic focus, messaging and timing.
- Ownership of the website for quality, accuracy, and performance, ensure content is frequently updated to reflect strategic activities.
- Prepare, and collaborate content for all social media platforms that encompass various Renascent activities and promotion of fundraising and business development lead generation.
- Oversee digital marketing efforts (Search, Display and Re-marketing programs) to drive awareness and acquire new business.
- Support the design and production of promotional material, online tools, and other collateral as needed to effectively market and promote Renascent’s service and program offering.
- Manage all aspects of the creation, design, and production of weekly TGIF e-newsletters, evaluate ROI and alumni engagement, and work collaboratively with the Alumni Care manager to build content.
- Advise and consult on the production of internal client documentation (e.g. manuals, forms and admission/discharge packages) to ensure effectiveness in messaging and brand.
- In collaboration with Business Development, oversee the production and distribution of direct mail marketing related to Workplace Solutions (acquisition mailing and conference follow-up mailings.)
- In collaboration with the Manager of Philanthropy develop an annual integrated donor communications plan to support growth and cultivation of the individual and corporate giving portfolio, which includes the content development of annual direct response campaigns (Gifts at Work Donor Newsletter, Digital Giving Acquisition, and Direct Mail campaigns).
- Manage philanthropic communications-related special projects or assignments, including the cultivation and stewardship of individual and corporate donors.
- Managing all aspects of the creation, design and production of newsletters, promotional materials and the annual report (including working with outside suppliers for design elements when required and printing).
- Develop, implement and evaluate a media relations strategy to increase Renascent’s profile and raise awareness of our cause through strong storytelling.
- Prepare all media releases and build strong media relations.

### Qualifications, Skills and Experience:

Degree or certificate in marketing, advertising, communications and/or work experience in the field of addictions.

- 5 years of digital marketing communication experience.
- Proven success in a digital marketing role.
- Exceptional project management skills, with a keen eye for detail.
- Comfortable working in a fast-paced, deadline-driven environment.
- Self-directing and agile, with the ability to quickly adapt as needed.
- Experience with marketing automation, email marketing, and other related platforms.
- Passionate, creative thinker with exceptional analytical skills.
- Team player with superb collaboration and communication skills.
- Outstanding communication and interpersonal skills.
- Passionate about learning stays abreast of digital marketing trends.

### Responsibilities

- Plan and execute multiplatform digital marketing campaigns.
- Own our brand messaging strategy and standards.
- Strong problem-solving skills, detail-oriented, with efficient time management.
- Manage competing priorities, is flexible, and action-oriented.
- Work independently, and as a team member with a disciplined and professional approach.
- Sound knowledge and passion for addiction treatment and recovery.
- Optimistic, creative and a self-starter.

### Submitting an Application:

Interested applicants are invited to apply on or January 19, 2021. Including a cover letter in your application package is strongly encouraged.

Contact email address: [hr@renascent.ca](mailto:hr@renascent.ca). Renascent wishes to thank all individuals who apply for this position, however, only applicants who are selected for an interview will be contacted.

Renascent is committed to creating a diverse environment  
and is proud to be an equal opportunity employer.

### Application Deadline:

January 19, 2021