

VACANCY

Applications are invited from qualified individuals to fill the following position:

DIGITAL MARKETING AND CONTENT CREATOR – PAID INTERNSHIP (TEMPORARY FULL TIME CONTRACT – 12 MONTHS) NORTH BAY REGIONAL HEALTH CENTRE FOUNDATION

The successful candidate will assist the Foundation Development Team by supporting the creation of strategies, production of communications and marketing material. The primary objectives of this position will be to provide digital, creative content, marketing, research, event management and donor relations support to advance the Foundation’s Mission: *Inspiring investment in exceptional healthcare close to home*. Specific key duties and responsibilities of the role include but are not limited to:

- Assist in writing and editing stories, website updates, and social media posts;
- Creation of engaging marketing materials, with high visual impact, aligned with organizational brand;
- Schedule and post content, monitor interactions and research trends in social engagement;
- Track performance metrics for social media, email, and website;
- Organize and maintain content libraries and support project workflows;
- SEO & Website Management: Optimize website content to improve search engine rankings and enhance user experience.
- Support paid advertising efforts, including television, radio, Google Ads and social media ad campaigns.
- Collaborate and execute email communications;
- Assist with the development and implementation of peer-to-peer fundraising campaigns.
- Strategize, plan, execute and manage social media campaigns;
- Exercise creative initiative in a collaborative team environment;

Qualifications

University or college graduate who has graduated within the last three years from an accredited college or university. The candidate must be a graduate of a post-secondary degree or diploma program. The position will be a first full-time employment in the candidate’s field of study.

- ☐ University degree or college diploma, preference given to candidate who has completed coursework in Fundraising & Resource Development, Marketing, Communications, Graphic Design, Business Administration and/or similar programs, or possesses relevant work and/or volunteer experience
- ☐ Must be able to maintain complete confidentiality and discretion
- ☐ Excellent interpersonal skills
- ☐ Demonstrated ability to work effectively with a diverse group of staff and volunteers
- ☐ Highly developed organizational skills and ability to work independently
- ☐ Proven experience establishing priorities and meeting deadlines
- ☐ Excellent written and verbal communication skills
- ☐ High level of computer literacy including Word, Excel, PowerPoint, internet and database applications
- ☐ Experience with programs such as Adobe Creative Cloud, Canva, WordPress and customer.io is an asset.
- ☐ Knowledge and understanding of Meta Business Suite, Meta Ads Manager, and Google Analytics is an asset.
- ☐ Knowledge and understanding of SEO and digital marketing strategies is an asset.
- ☐ Must demonstrate commitment to ensure your safety, the safety of fellow workers, patients, volunteers and visitors
- ☐ Must support and contribute to a culture of safety and prevention of adverse health events in this organization
- ☐ Excellent attendance, punctuality and work record is required
- ☐ Driver’s abstract and access to a personal vehicle is an asset
- ☐ Bilingualism is an asset
- ☐ Applicant must be able to work on-site at our North Bay, College Drive location.

For Internships: Northern Ontario secondary school graduates who recently graduated from an accredited college or university. Graduates from a high school outside of Northern Ontario who have resided in the North for at least one year are also eligible.

Interested candidates are asked to submit your resume and cover letter with a copy of this job posting with completed qualification checked off ✓ beside each qualification you hold.

Please quote File **NU F-25-046** to:

Email: Careers@nbrhc.on.ca

**Human Resources Department
North Bay Regional Health Centre**

Date Posted:

WEDNESDAY, SEPTEMBER 10 2025

Date Posting Expires:

WEDNESDAY, SEPTEMBER 17 2025

North Bay Regional Health Centre is committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act (AODA). If you require an accommodation for disability during any stage of the recruitment process, please indicate this in your application.

NORTH BAY REGIONAL HEALTH CENTRE IS AN EQUAL OPPORTUNITY EMPLOYER

THIS OPPORTUNITY IS
PROUDLY SUPPORTED BY:



An Agency of
the Government
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