

Content Strategist (Level 6)

Background

Created in 2007, the Canadian Partnership Against Cancer (“the Partnership”) is an independent organization funded by the federal government to accelerate action on a national cancer control strategy. The Partnership collaborates with a variety of experts, organizations and stakeholders across the country to harness the best of what is working well to control cancer and to effectively implement this strategy coast to coast. We share with our partners the common goals of reducing the risk of cancer, lessening the likelihood of Canadians dying from cancer and enhancing quality of life for those affected by cancer.

The Partnership’s vision is to continue to lead, learn and take action on the growing body of evidence and knowledge about cancer prevention and care. With a focused approach, we will execute our strategic priorities, and tangibly measure and demonstrate how the Canadian Strategy for Cancer Control has reduced the burden of cancer on Canadians.

This position is part of the Strategy Division which includes Knowledge Mobilization, Communications and Strategy, Evaluation and Analytics. The Knowledge Mobilization (KMb) portfolio is comprised of two teams: Digital Strategy and Knowledge Mobilization Strategy, that together are responsible for moving the available knowledge produced by the Partnership, in collaboration with our partners, into active use. The Division seeks to support and make connections between evidence and policy and practice in order to improve outcomes, and is focused on knowledge sharing between knowledge producers and knowledge users.

Overview of Role

Reporting to the Manager, Digital Strategy, the Content Strategist is responsible for overseeing the creation, maintenance and governance of usable and useful content for the Partnership’s digital ecosystem. Working collaboratively across the organization, the Content Strategist will work to understand the Partnership’s business goals and end user needs then help to plan and develop relevant content that brings the two together. This role requires deep knowledge of end users’ content needs, evidence to inform what strategies are most appropriate for each audience digitally, and the ability to create content tailored for unique needs. This role also requires an ability to understand and simplify complex cancer control content.

Mandate-Specific Accountabilities

- Lead the development and implementation of content strategies aimed at increasing reach, awareness, interaction and engagement with the Partnership’s digital ecosystem
 - Develop an over-arching content strategy with a focus on the Partnership’s main website aimed at reaching professional audiences (partnershipagainstcancer.ca)
 - Oversee the development of partnershipagainstcancer.ca’s information architecture to ensure scalability and relevance to end users
 - Actively work with program teams to identify linkages between content from different programs of work across the organization and how these can be realized digitally

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- Maintain in-depth knowledge of our end users and what their needs are (e.g. through creation of user stories and personas)
 - Leading ongoing end user research to ensure up-to-date understanding of needs and digital behaviours
 - Apply user experience best practices to support the development of relatable digital content
 - Provide a strong vision and guidance on the optimal format to deliver content to different target audiences through digital channels
 - On a project-level basis, create, edit and review content:
 - General copywriting assignments (digital products, e.g., newsletters, website copy, etc.)
 - Proof/edit/fact check work provided by other team members/vendors
 - Ensure web content is optimized for SEO and meets AODA standards
 - Participate in evaluating projects, including lessons learned
 - Develop and maintain relationships with a pool of freelance writers to use for the development of web content, including:
 - Writing scope of works
 - Monitoring budget associated with content development
 - Acting as the initial reviewer as content is submitted by freelancers
 - Responsible for the maintenance of the Partnership's existing digital content in collaboration with the Digital Marketing Officer and Digital Communications Officer:
 - Maintain the Partnership's digital content inventory and taxonomy as a way to understand the content we have so we can keep it organized and maintained with the information architecture
 - Run regular reports to understand uptake of content
 - Identify relevant KPIs from the web measurement framework to assess uptake of content
 - Develop, implement and maintain a digital content governance process
 - Working with program-level content owners, identify opportunities to increase reach and awareness of content
 - Responsible for further development of organizational digital content guidelines, in collaboration with the Digital Marketing Officer
 - Increase organizational understanding of the digital content production process and associated guidelines (e.g. AODA standards)
 - Support the Manager and Director, colleagues and internal stakeholders as required

General Accountabilities

- Drive innovation and culture change by delivering accelerated impact and reinforcing a collaborative culture
- Accountability for collaboration across programs of work and with external partners
- Support Managers/Director accountabilities, strategic priorities and cross-cutting functions
- Responsible for supporting division and program of work goals, allocating resources and delivering results on time and within budget

Division of Time by Area of Accountability

Delivering core mandate: 55–60%

Driving collaboration: 20–25%

Supporting manager: 5–10%

Building external relationships: 5–10%

Essential Skills and Attributes

- Strong internal and external relationship management skills, including ability to interact and work effectively with colleagues, vendors and stakeholders
- Ability to apply strategic thinking in how to develop the best digital content for the end user
- Ability to understand end users and synthesize research findings into relevant digital content experiences
- Ability to champion awareness and understanding of the role of a content strategist within an organization
- Expert storyteller who can deliver relevant and readable content in the right format
- Ability to write for the web and print in a clear, concise and straightforward format
- Ability to understand academic evidence, scientific literature and information and edit/adapt these into plain language
- Strong attention to detail
- Self-motivation and initiative; strong project and time management skills
- Adaptability, flexibility, diplomacy and tact
- Ability to prioritize and multi-task within a fast-paced environment
- Understanding of SEO and Google Analytics an asset
- Ability to write/edit in both official languages (English and French) is considered a strong asset

Experience and Education

- University or college degree/diploma in Digital Media, Communications, Journalism or a related communications field
- At least 5 to 7 years' experience working as a content strategist preferably in a service focused or public sector environment
- Experience managing external writers and editors
- Experience applying AODA standards digitally
- Experience writing for the health care or cancer control sector is considered an asset
- Knowledge of web-based content management systems (e.g. Wordpress)
- Experience with developing editorial calendars
- Experience developing and implementing organizational digital content guidelines