



Manager, Digital Marketing & Web

Revenue Development | Location: Remote (Within Canada)



The Role:

The Manager, Digital Marketing & Web will lead digital execution, website optimization, analytics, and channel performance to support Arthritis Society Canada's digital impact, working closely with the Director, Brand Marketing & Digital Fundraising and the nationwide Marketing & Communications. This is a terrific opportunity for a Digital Marketing professional to blend digital expertise with creative strategy in a collaborative environment. By serving as our internal authority on web and digital marketing performance, you'll help deliver cohesive, best-in-class digital experiences that deeply engage our audience.



What We Do:

Arthritis Society Canada is on a mission to fight the fire of arthritis with the fire of research, innovation, advocacy and information and support. That's because arthritis robs six million Canadians of their mobility, mental and physical well-being, and in some cases, their livelihood. It is Canada's most common chronic condition, and there is no cure.



Why Join Us:

A career with us is more than just a job. It's an opportunity to use your talents to push back against the devastation of arthritis. Fighting the fire of arthritis gives meaning to our work, incites collective action and drives us to excellence in all we do. Our bold and ambitious strategic plan, Accelerating Impact, is propelling our work to create transformational change. We are a united, transformative and impactful culture, and we will empower you to be successful in your role and build your career. We are honored to be 3-time Canada's Most Admired™ Corporate Cultures award winners, and proud to be accredited under Imagine Canada's Standards Program.



Our Revenue Development team:

Our revenue development team is made up of talented fundraising professionals across Canada, in the areas of major giving, planned giving, events and annual giving, who work closely with our community of generous loyal donors to turn shared visions, passions and interests into meaningful impact in fighting the fire of arthritis. We

are a nationwide charity with local impact, and the donations from these individuals makes a difference for people living with arthritis in every province.

As part of our Revenue Development team, Marketing & Communications is made up of creative professionals with subject-matter expertise in disciplines including corporate communications, media relations, digital engagement, social media, graphic design and writing. They showcase and increase awareness of our critical cause and the incredible work we do, tell impactful stories and ensure arthritis is positioned as a top 5 health concern.



Key Accountabilities:

Digital Marketing (50%)

- Manage the execution of email marketing campaigns, including development, testing, measurement and reporting, while collaborating with the Manager, Digital Fundraising and other stakeholders to ensure a cohesive organizational email calendar and audience experience.
- Coordinate the creation, management and execution of paid social, search and display advertising campaigns to support cross-functional team objectives and organizational awareness.
- Plan, implement and manage digital lead generation campaigns across email, paid social, search and display to drive database growth.
- Manage web development and content edits via the CMS while monitoring website UX to identify opportunities to improve digital journeys and optimize for conversion.

Digital Engagement (35%)

- Partner with internal stakeholders to execute digital assets seamlessly, on strategy, on budget and on time.
- Continually improve audience engagement and conversion strategies, including search engine optimization (SEO), website traffic, and call-to-action (CTA) engagement.
- Develop, manage, maintain, and analyze digital marketing strategies and plans, such as Google AdWords, retargeting, and social media advertising.
- Identify and initiate opportunities to optimize efforts and outcomes in programs and campaigns.

Administration & Reporting (15%)

- In collaboration with the Director, manage the expense budget to deliver the program on budget.
- Prepare internal brief and campaign analyses with internal stakeholders.
- Coordinate and participate in regular status meetings with strategic partners and suppliers to ensure deliverables stay on schedule, identify potential performance issues and gaps in service.
- Serve as the in-house expert for WordPress.



Qualifications, Experience & Skills:

- A university degree or college diploma in marketing, business, technology, or a related field.
- Three (3)-plus years of experience working in digital marketing, with experience in the health and/or not-for-profit sector in online fundraising an asset.
- Solid experience, and passion for, building email marketing campaigns and marketing automation.
- Familiarity working with content management systems, and knowledge of HTML.
- Experience with paid digital advertising campaigns, on platforms such as Facebook, Google, Twitter, etc.
- Marketing analytical skills and ability to generate campaign insights, data and reports.
- Working knowledge of graphic design software is an advantage.
- Excellent multi-tasking, organizational and planning skills, with strong attention to detail.
- Strong communication and interpersonal skills, with French language skills an asset.
- Team-oriented focus, with a proven ability to work at a fast pace in a collaborative manner.

- Keeps up to date with the latest developments in digital marketing.



Working Conditions:

This position is virtual, which means you will work remotely/from home. There will be times throughout the year when you are required to travel to Toronto for in-person meetings, events, retreats and other opportunities to connect and collaborate.



Some Highlights of What we Offer:

- **Performance Rewards***: Pay for performance incentive program.
- **Health* & Wellness***: Extended healthcare benefits (including dental, vision, prescription drugs & disability coverage), choice of healthcare spending account and/or healthy living account, and virtual 24/7 healthcare access.
- **Time-Away Programs***: Vacation (at least 3 weeks), personal days, holiday closure & summer hours.
- **Ways of Working**: Working with us doesn't have to mean working in an office to have an impact. Our dedication to enabling you to flourish means that you can have choice and flexibility in where you work and live, subject to the needs of your role, the people you serve and our requirements. We have a hybrid working model, with home and office-based options available. We will always list a primary location which will be where you go for in-person teamwork.
- **Retirement Planning***: DCPPI whereby you contribute 4% of earnings & we match this with 5%, and a convenient reduced-fees Group RRSP scheme.

*Asterisked offerings may not apply to all roles

The salary range for this position is **\$63,000- \$85,000** per annum, commensurate on skills and experience.



Apply Now:

This job posting is for an existing vacancy. If you are interested in, and qualified for, this exciting opportunity, please submit a cover letter and resume to hr@arthritis.ca by May 31, 2026. As an innovative organization that embraces technology to enable smarter ways of working, we may leverage AI in certain early stages of our applicant screening process, however all selection decisions are made by our hiring team. We thank all applicants for their expression of interest, however only those selected for an interview will be contacted.

Interested in a different role or know someone that would be a great fit for our team? We are creating an organization that is an exceptional place to work and volunteer. You are encouraged to visit our official careers site at www.arthritis.ca/careers where you can view all our current job opportunities across Canada, and learn more about why you should join our team to help extinguish arthritis for good!