



Job Opportunity

Job Title: Multimedia Marketing Content & Communications Specialist – Women’s Health
Job ID: #C24010
Job Type: Full-time, 1 year contract
Work Site: Hybrid work (virtual and in-office)
Office Site: 2020 Winston Park Dr, suite 200, Oakville, Ontario, L6H 6X7

COMPANY OVERVIEW:

Optimal Innovation Group Inc. (OIG) is a Canadian innovation consulting firm that develops technology innovation and commercialization strategies for health technology companies and non-profit organizations to support their venture growth, scale up and business diversification. In 2023, OIG launched Healthyher.Life, a digital platform for women's hormonal health care navigation, that connects women to a suite of trusted health solutions – from education to telehealth consultations, and a marketplace of clinically effective health products and treatments for managing a chronic hormonal health condition such as endometriosis, PCOS, menopause and thyroid disorders. The platform has a growing community of 200+ members, 1400+ social media and email subscribers. We are seeking a **Multimedia Marketing Content & Communications Specialist** to strengthen the engagement with our community members and help grow new members.

JOB SUMMARY:

The job position is for a full-time **Multimedia Marketing Content & Communications Specialist (Job ID #C24010)** who will help us ideate, design, organize, produce and publish the marketing content to promote the Healthyher.Life brand and service offerings to help grow our community of users and membership revenues. The candidate we are seeking is a recent graduate (i.e. in the past 5 years) from a university-level degree program in digital multimedia arts, business and marketing, science or engineering program with a minor in business. The candidate should have experience in the creation and production of digital marketing content in multiple formats (web & mobile applications, social media, email newsletters, short-form video reels, blogs, graphic design, etc.), and demonstrate their talent for captivating imagery and copywriting content using various tools. The Multimedia Marketing Content & Communications Specialist is quite experienced with creating and managing content on the various social medial platforms (LinkedIn, META, Twitter, YouTube), has proven experience with common software tools and apps for creating digital media content, and knows their way around social media content advertising. The ideal candidate has excellent creative writing skills for creating compelling posts and captions, can draft a press release, and has numeracy and data management skills to compile the marketing data analytics for summarizing the results of a marketing campaign in quarterly presentations to the Healthyher.Life leadership team. We are seeking a sharp mind with a

creative flair and a passion for women's health and social impact concerns, who can execute their work on a timely basis. Our firm provides many opportunities for continuous learning and professional development, including exposure to the startup ecosystem; the diversity of knowledge is something you value and will thrive on.

DUTIES & RESPONSIBILITIES:

The range of work responsibilities for the Multimedia Specialist will include:

- Ideate, design and produce all digital marketing content about Healthyher.Life's products, services, business profile and brand, including fresh daily content for our website, social media channels, email newsletters, community forum and occasional press releases (see <https://www.healthyher.life/>).
- Prepares a month-end summary of marketing data analytics (web, social media, community member stats, etc.) to track the progress of multimedia marketing campaigns.
- On a quarterly basis, will performs a needs analysis and recommend updates to our B2C and B2B content marketing plans, based on the results of past marketing campaigns and customer insights.
- Assists Product Development Leader with primary customer research through online surveys, focus groups, and social media polls; leverages the customer insights to adjust the marketing plans in alignment with business strategy.
- Introduces new AI tools and apps that will enable greater productivity and quality for completing marketing activities with a small but mighty team.
- Regularly reviews the latest women's health and femtech industry newsfeeds, trends, literature, webinars/workshops and white papers that relate to our community member's interests.

SKILLS & QUALIFICATIONS:

- Minimum 1 year (continuous) of marketing & communications work experience in the corporate world, preferably in the industries of health and wellness, health science & technology, women's health or related topics.
- Candidate holds a Canadian University Degree (Master's degree preferred) in Digital Multimedia Arts, Business & Marketing, Science or Engineering with a minor in Business or Creative Writing & Communications.
- Experience with the marketing & communications tech tools for designing and producing your work : ***Please provide a link to your portfolio of marketing content work.**
 - **websites** (e.g. Wordpress, WIX, Webflow, etc.) and SEO tools (e.g., SemRush, Google Analytics)
 - **graphic images** (Canva, Adobe Illustrator/Adobe Creative Cloud, Pixel, etc.);
 - **video content** (Youtube, iMovie, Vidyard, Vimeo, Loom, PowerDirector, Davinci, etc.)

- **AI tools** (MidJourney, ChatGPT/CoPilot, Dall-E, and others).
- **Work planning platforms** (e.g., MONDAY, Trello, Teams, Hootsuite, HubSpot, Linktree, BitLy, etc.)
- Versatile and dynamic creative person who is proficient with social media content creation, posting/engagement, advertising, and excels at graphic design work.
- Fluent in English language, with clear oral & written expression. Highly proficient in Microsoft Office 365 software (must-have competencies: PowerPoint, Outlook, Excel, Word).
- Proficient in market research, marketing data analytics & SEO: collecting the data, conducting the analysis and visual charting of the data (Excel), insights to inform our KPIs for our marketing & communications goals.
- Excellent skills in project planning and coordination, proofreading of written content, visually organizing information, critical thinking skills, confidence when communicating, Excellent skills in project planning and coordination, visually organizing workflow information and critical analysis, strategic thinking, confidence when communicating,
- Accountable for the quality of your work; demonstrates ethical, responsible and trustworthy personal behaviours.
- Cares deeply about women's health issues, has gained knowledge about the market sector, and actively seeks opportunities to advance the mission of Healthyher.Life.

WHAT WE OFFER:

Note: this job is only open to Canadian citizens or Permanent Residents or individuals who have refugee status and are authorized to work in Canada.

- 12 month contract, full-time hours; opportunity to convert the contract to full-time employment with demonstration of great performance, marketing results.
- Hybrid work arrangement within Ontario, with expectation to work in-person about 1 day per week at our business offices in Oakville and Hamilton. Must have the ability to commute by car or public transit.
- Professional development learning opportunities at local workshops and conferences.
- Monthly paid lunch as a team gathering (within the Greater Toronto-Hamilton-Waterloo Areas).
- Pay rate range: \$21 to \$25 per hour, depending on experience and education credentials.

If this internship opportunity interests you, and you possess the skills and qualifications to succeed in this role, then please inquire at: <https://www.healthyher.life/> or send email to: hello@healthyher.life . This job is only available to Canadian citizens or permanent residents of Canada. We thank all applicants who express an interest in the job opportunity, but only those applicants who meet our requirements will be invited for an interview. Optimal Innovation Group (OIG) offers valuable business training, continuous learning and mentoring in technology innovation and commercialization consulting. OIG's hiring practices are aligned with Canada's human rights laws and Ontario labour laws, and we ensure that every person is treated equally and fairly for employment,



regardless of race, color, creed/religion, gender, sexual orientation, marital status, age, mental or physical disability.