As a national, non-profit organization, the Royal College speaks for more than 50,000 medical and surgical specialists and resident affiliates. The mission of the Royal College is to serve patients, diverse populations and our Fellows by setting the standards in specialty medical education and lifelong learning, and by advancing professional practice and health care. Located in Ottawa, the Royal College offers a stimulating and professional work environment.

Editorial Strategist
12 Month Assignment

Are you a seasoned storyteller? Experienced in managing an online newsroom? Do you excel in content strategy? If yes, this role is for you!

Position Summary
Under the direction of the manager of communications, you will develop editorial strategies to ensure content is compelling and consistent. You will also evaluate and set guidelines for the tone, style and voice of brand content. This will include planning, editing and/or writing original content that is strategically aligned with the Royal College's business priorities and content strategy. You will manage the Royal College's online newsroom, and collaborate with teams to improve online content and provide feedback on improving the user experience. Additionally, you will develop and implement processes to improve content based on metrics, well-reasoned analysis and industry best practices. Other responsibilities will include: liaising with external writers and providing direction on editorial standards, including corporate style and Royal College voice/brand identity. Lastly, you will develop, implement and coach staff on a new storytelling framework and best practices.

You come to us with:

- A university degree in communications, English literature or journalism.
- At least five years’ experience writing and editing for print and electronic publications, preferably in a corporate communications or membership association environment. Experience working in an online newsroom is an asset.
- Excellent oral and written communications skills including writing original content that requires analysis,
- Ability to be flexible, take quick action and ensure accuracy and attention to detail while still maintaining a high level of professionalism.
- Strong understanding of search engine optimization (SEO) for content creation.
- Experience working with content management systems, content audits, and digital lifecycles and workflow.
- Understanding and experience using an external marketing service (e.g. Constant Contact) to market content and manage audience lists.
- Excellent interpersonal skills and the ability to effectively communicate with a wide range of individuals to foster and maintain effective working relationships, and influence decision-making with senior leadership.
- Mature judgement, discretion, initiative and the ability to develop plans and reconcile competing priorities.
- Ability to link content strategy to Royal College strategy, ability to identify emerging issues and prepare solutions and to provide advice and recommendations to all levels of staff.
- Experience using CP Style; knowledge of plain language best practices.
- Experience in managing corporate sites and using Google Analytics to track content performance, create reports and recommend improvements.
- Advanced computer software skills required (e.g. word processing and spreadsheets) is expected.
- Oral and written French skills are an asset.
To apply, please forward your résumé, covering letter and salary expectations by April 21, 2020 to careers@royalcollege.ca To ensure the hiring committee reviews your application, quote posting JD859-M, last name, first name in the email subject line.

We sincerely thank all applicants for their interest; however, we will only contact those under consideration. An eligibility list may be established for similar positions of various tenures. The list will be retained for a maximum period of 18 months.

Royal College is committed to building an inclusive and accessible learning and working environment. We believe in and promote the rights of all persons with disabilities as outlined in the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA 2005) and its related Accessibility Standards Regulations. To meet this commitment, the Royal College will make appropriate accommodations available. As required, please inform People Services of the nature of any accommodation(s) that you may require to ensure your equal participation.

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Starting hourly rate ranges from ($39.92-$44.91)