

## Job Opportunity

**Job Title:** Digital Marketing Content & Communications Specialist – Women’s Health  
**Job ID:** #T24003  
**Job Type:** Part-time, 6 months  
**Work Location:** 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 technology companies and non-profit organizations to support their venture creation, growth, scale up and business diversification. In 2023, OIG launched Healthyher.Life, a new community platform to support women's health that operates as a community hub and marketplace, helping women get access to trusted health experts and science-based health products and treatment solutions to manage a chronic and life-disrupting hormonal health condition such as endometriosis, PCOS, menopause and thyroid disorders. The platform has a growing community of 100+ member-users and 700+ subscribers, and we’re now seeking a **Digital Marketing Content & Communications Specialist** to grown and strengthen the engagement with our users and help grow the community of members.

### JOB SUMMARY:

The job role is for a part-time **Digital Marketing Content & Communications Specialist (Job ID #T24003)** who will help us organize, develop and execute the marketing content strategy to promote the Healthyher.Life brand and grow our community of women members. The internship candidate should have experience in marketing content creation in multiple formats, a talent for creating captivating graphic images using various tools, can handle with ease the functionality of social media content creation and advertising, has good writing skills for creating compelling posts and captions, can draft press releases, is organized to manipulate the marketing data analytics and can summarize the progress of marketing campaigns in quarterly presentations to the Healthyher.Life 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 the stellar content that we are seeking to build the community and raise brand awareness about Healthyher.Life. The job provides many opportunities for continuous learning and professional development; the diversity of knowledge is something you thrive on.

### DUTIES & RESPONSIBILITIES:

The range of work responsibilities will include:

- In collaboration with the Healthyher.Life directors, develops the health education content articles and news highlights about women’s hormonal health for our website and social media channels (see <https://www.healthyher.life/> )
- Perform a needs analysis, develops a marketing content strategy and plan to execute over monthly campaigns focused on various topics and formats of digital media (website, social media channels, short form video, blog posts, etc.)
- Regularly review the latest women’s health and femtech industry newsfeeds, literature, webinars/workshops and white papers that relate to the community’s interests.

## SKILLS & QUALIFICATIONS:

- Minimum 1 year of marketing & communications work experience, preferably in the areas of health and wellness, science & technology, women's health or related topics.
- The ideal candidate will have a Master's degree in Science or Business (marketing focus) or Communications; however the minimum requirement is a Bachelor's degree in any of these same areas.
- Past exposure to various technology tools for planning your work (e.g. Monday, Trello, TEAMS, etc.), website development (e.g. Wordpress/Elementor, WIX, Squarespace, etc.) or graphic art creation (Canva, Adobe Illustrator, etc.), video content creation (Youtube, iMovie, Vidyard, Vimeo) or AI tools (MidJourney, ChatGPT) for marketing content creation, are skills to be expected.

**\*Please provide a link to your portfolio of past marketing content work.**

- You are a versatile and dynamic creative individual who is proficient with social media content creation, posting/engagement, advertising, and excels at graphic design work using Canva and similar software tools.
- Fluent in English language, with clear oral & written expression. Highly proficient in Microsoft Office 365 software (these are must-have strong competencies: Excel, Word, PowerPoint, Outlook).
- Experience with marketing data analytics & SEO: collecting the data (with use of apps), analysis and graphing visualization of the data (Excel), interpretation of data trends and insights to help us set the KPIs for marketing & communications goals and increase member engagement.
- Excellent skills in project planning and coordination, visually organizing workflow information and critical analysis, strategic thinking, confidence when communicating,
- You take accountability for the quality of your development work, and you demonstrate ethical, responsible and trustworthy personal behaviours.
- You care deeply about women's health issues, and have gained some knowledge about the market sector, and actively seek ways to push forward the vision and mission of Healthyher.Life.

## WHAT WE OFFER:

Note: this job is only open to Canadian citizens, Permanent Residents or individuals who hold an Open Work Permit and are authorized to work in Canada.

- Contract work for 6 months, part-time hours (about 15-20 hrs per week); contract may be extended or converted to full-time with demonstration of great performance, marketing results and available budget.
- Hybrid work within Ontario, in-person group work at business offices in Oakville and Hamilton. Must have ability to travel by car or public transit.
- We provide professional development opportunities to learn and attend local workshops and professional conferences.
- Monthly paid lunch outing with the team (if working in the Greater Toronto-Hamilton-Waterloo Areas).

If this internship opportunity interests you, and you possess the skills and qualifications to succeed in this role, then please forward your resume to [hello@optimalinnovationgroup.com](mailto:hello@optimalinnovationgroup.com). 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. 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.