



## **JOB DESCRIPTION**

**Position Title:** **Writer/Content Strategist**

**Department:** Digital Operations

**Position FTE:** Full-Time

**Location:** Ottawa, Ontario

**Reports to:** Director, Digital Operations

**We are looking for a skilled, creative, energetic, hard-working individual to join our collaborative digital team! Do you love Conservative politics, communications, and fighting elections? If so, this job might be for you.**

### **YOU:**

- ✓ The Writer/Content Strategist is responsible for creating all of our text products - fundraising emails, informational emails, web content, text-heavy social content, etc.
- ✓ Lead in creating, growing, maintaining, and using email segments in order to improve our fundraising.
- ✓ Researching and staying on top of digital fundraising trends, and suggesting improvements to our process.
- ✓ Maintaining healthy email segments in our email marketing software, utilizing them to their full potential, and identifying opportunities to further refine them.
- ✓ Keeping track of fundraising numbers.
- ✓ Broad knowledge of New Media and Social Media.
- ✓ Strong problem-solving skills.
- ✓ Support the aims, goals, and policies of the Conservative Party of Canada.
- ✓ French is an asset.

### **WE:**

- ✓ Are an engaged, collaborative, exciting team.
- ✓ Work incredibly hard and have a lot of fun.
- ✓ Set ambitious targets, then shatter them.

### **Day-to-Day**

- ✓ Writing fundraising emails and scripts.
- ✓ Writing other web copy as needed.
- ✓ Analyzing the success of email campaigns.



- ✓ Producing reports on email feedback and success rates.
- ✓ Getting timely approvals from stakeholders for fundraising emails.
- ✓ Identifying topical opportunities and suggesting new ideas, especially in regards to fundraising emails.
- ✓ Working closely with the rest of the digital team to coordinate content efforts and bring products into alignment.
- ✓ Staying on top of current writing and digital marketing trends.
- ✓ Being an active member of the brainstorming and content strategizing effort.
- ✓ Along with the rest of the digital team, monitoring and moderating our social feeds.
- ✓ Monitoring responses from fundraising e-mails.

**Interested candidates should submit their resume by October 1<sup>st</sup> 2020 to:**

**Conservative Party of Canada  
130 Albert Street Suite 1720  
Ottawa, ON K1P 5G4  
Fax: 613.755.2001  
Email: [jobs@conservative.ca](mailto:jobs@conservative.ca)**

**Only candidates selected for an interview will be notified. We thank all applicants for their interest in working for the Conservative Fund Canada / Conservative Party of Canada.**