



Give today,  
save lives  
tomorrow

## About Us

Join a team that makes a real difference in the lives of others every day. At Hamilton Health Sciences Foundation, you will play an important role in supporting cutting-edge healthcare and improving patient outcomes, while being part of a passionate, inclusive and caring community. We inspire and motivate gifts that fund medical equipment and patient amenities, innovative research initiatives, essential redevelopment of clinical care spaces, and the education and training of health care providers.

As a registered charitable organization, we proudly support patients and families across south-central Ontario, and from outside the region, who receive specialized care at Hamilton Health Sciences including Hamilton General Hospital, Juravinski Hospital and Cancer Centre, McMaster Children's Hospital, and St. Peter's Hospital. The associated programs at the Regional Rehabilitation Centre, McMaster University Medical Centre and Ron Joyce Children's Health Centre are also included.

Hamilton Health Sciences Foundation is building upon a strong foundation of our Culture Code that includes the grounded in the values of We are a Team, We Trust, We Uplift, and We Communicate. We believe that relationships and partnerships are the basis of excellence in fundraising, and we envision a community of engaged and committed donors. Every position in HHSF contributes to a safe, inclusive environment for all through compliance with our equity, diversity and inclusion philosophy and adherence to patient and staff safety policies and procedures.

Help Inspire Support as a

# Digital Platforms & Analytics Specialist

## Full Time Permanent

Hamilton Health Sciences Foundation is looking for a Digital Platforms and Analytics Specialist to support the digital systems that power our fundraising. Reporting into the Creative Director of the Brand Strategy department, you'll help create and maintain donation and campaign pages, support community and DIY fundraisers, and ensure our digital platforms are accurate, intuitive, and donor focused.

You'll also play a key role in making sense of performance data. From building dashboards to tracking campaigns across web, email, social, and paid channels, you'll help turn numbers into clear insights that guide decisions and improve results. You'll manage tracking standards like UTMs and QR codes so we always understand where traffic and donations are coming from.

This role is a mix of hands-on digital work and analytics. One day you might be launching a campaign page or supporting a community fundraiser, the next you could be reviewing performance trends or refining how campaigns are measured. If you're someone who enjoys combining technical skill with thoughtful design and data-driven thinking, and you want your work to make a real impact in healthcare, we'd love to hear from you.

### Qualifications:

- Post-secondary education in digital media, web development, marketing analytics, information technology, or a related field. Equivalent combination of education and experience will be considered.
- Three (3) years' experience working with digital fundraising or marketing platforms, including building and updating pages through CMS and donation tools.
- Experience consolidating and interpreting performance data across web, email, social, and paid channels, working in collaboration with channel owners to support data-informed decision making.
- Experience building and updating fundraising, marketing, web pages on CMS and donation platforms
- Strong analytics capability with demonstrated ability to translate performance data into actionable insights and recommendations.
- Ability to work with data from multiple systems and translating complex information into clear insights for internal stakeholders.
- Solid understanding of tracking and attribution methodologies, including UTM governance, QR code creation, and campaign measurement frameworks.
- Strong understanding of responsive web design, accessibility standards, and user-centered design principles.
- Strong knowledge of UX/UI design principles, SEO best practices and web optimization techniques.
- Strong knowledge of relevant legislation (AODA, CASL).
- Basic understanding of graphic design to create or edit visual elements for web use.
- Demonstrated excellent communication skills (verbal and written), interpersonal, and problem solving skills
- Demonstrated organization, flexibility, and multi-tasking skills within a team environment
- High degree of initiative and ability to manage multiple tasks and prioritize tasks in a positive and effective manner, meeting critical deadlines

- Strong knowledge of brand development and brand reputation and working within brand guidelines.
- Excellent organizational and project management skills, with meticulous attention to detail to deliver high-quality content and websites in a changing environment with multiple conflicting demands.

#### *Technical Qualifications*

- Skilled in WordPress, and CMS platforms (e.g. Trellis, Raisin and Fundraise up), HTML and CSS is an asset
- Proficiency in Microsoft 365, and various video conferencing and project management tools and programs (i.e., Monday.com).
- Skilled in dashboarding and visualization tools, Meta, with key analytics and measurement tools including Google Analytics 4 (GA4) and Google Tag Manager, Sprout Social, Mailchimp, Google Search Console and SEO platforms and UX behavioral analytics tools (MS Clarity), and A/B testing and optimization

#### **Working Hours, Location and Requirements**

- This position operates Monday to Friday 8:30 am – 4:30 pm, onsite at Hamilton Health Sciences Foundation head office at 1 King Street West, Hamilton, ON. Opportunity to work remotely up to 2 days a week after 3 months of employment based on approval of VP.
- The position will irregularly visit or work out of various locations (i.e. Hamilton Health Science affiliated sites, event locations).
- A current and satisfactory Criminal Record and Judicial Matters Check (CRJMC) or Police Vulnerable Sector Check (PVSC) is a requirement of employment.
- A cleared status by HHS Employee Health Services is a requirement of employment in accordance with Hamilton Health Sciences policy.

#### **Why Us?**

We offer a comprehensive total rewards package designed to support your success and well-being:

- We provide a competitive hiring range of \$60,782-66,860, commensurate with experience, along with an annual performance-based incentive program.
- Our package includes participation in a Defined Benefit Pension Plan (HOOPP), comprehensive healthcare, dental and travel benefits with a Health Services Spending Account, maternity and parental leave top up benefits, and access to the Employee and Family Assistance Program (EFAP).
- We starts with three weeks of paid vacation and your birthday off!
- We have a culture to support and encourage continuous professional development and career growth opportunities

#### **How to Apply:**

To help us get to know you, please submit a **resume and cover letter** to [HHSFcareers@hhsc.ca](mailto:HHSFcareers@hhsc.ca) by **February 18, 2026**, outlining why you're interested in this opportunity. If you don't meet all qualifications, we still encourage you to apply—we value potential. Applications will be reviewed and invited for next stages of the recruitment process, as received. We would like to thank all who apply, but only those selected to move forward will be contacted.

*The Hamilton Health Sciences Foundation is an inclusive and equal opportunity employer. Our commitment to equity, diversity and inclusion within HHSF reflects a belief that we will make the greatest impact to our mission when everyone can genuinely and fully participate without barriers or exclusion. We are dedicated to creating a workplace reflective of the community we live, work and serve and welcome applications from diverse and equity-deserving groups.*

*HHSF is committed to providing a barrier-free recruitment process and work environment. Accommodation, if requested, will be provided throughout the recruitment process in accordance with the Canadian Charter of Rights and Freedom, Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code. Should any candidate require accommodation in any phase of the recruitment process, please contact Heather Slye (905.521.2100 x 44624 or [HHSFcareers@hhsc.ca](mailto:HHSFcareers@hhsc.ca)) for assistance.*