

MEDIRESOURCE INC.

Website Producer – August 2009

Job Type: Full Time

Location: Toronto, ON, CANADA;

Experience: 3 years

Position Objective

MediResource requires a talented and strategic-thinking individual with strong client management skills to manage the day to day creative and operational needs of a large-scale health website promoting healthy lifestyles for women and their families. The website also supports the marketing of a range of health and beauty products targeting this demographic.

Responsibilities:

- Content and creative planning & management of the day-to-day operation of the site to achieve a complex set of objectives and positioning.
- Manage the overall execution of the website strategy to support client marketing objectives
- Monitor and manage traffic generation tactics and content performance.
- Coordinate all aspects of content planning and production.
- Provide input and suggestions to support the overall Client website strategy
- Measure, analyze and report on progress towards monthly and annual objectives and implement additional tactics as required to ensure monthly objectives are met.
- Work with various MediResource business teams including sales, clinical services, content management, project management, production, and external resources
- Reporting to stakeholders on performance of site against objectives
- Tracking and reporting of project budget, ensuring that tasks are completed on time and efficiently

Required:

- Strong strategic thinking and marketing communication skills. The ability to manage the content strategy to achieve proper tone, style and delivery of key messages is a critical success factor for this role.
- Minimum 3 years managing a website catering to a specific demographic
- Education and/or experience developing content for online environments and new media
- Experience, executing and managing web development and promotional projects
- Knowledge of common and emerging online publishing technologies
- Excellent oral and written communication skills
- Both a strategic and user-oriented approach to project management is essential
- Good understanding of web usability and online content production
- Positive, proactive team oriented attitude

If you enjoy working in a very stimulating environment and constantly challenge yourself to learn more then we want to speak with you.

Please send your resume in MS Word or PDF to: resumes@mediresource.com by September 24, 2009 with the "Website Producer" position included within the subject line.

We thank you for your response; however, only candidates who have been selected for an interview will be contacted.