



JOB TITLE: Director, Engagement and Communications

Our Product and Services team is **looking for a full time Director, Engagement and Communications**, to develop effective and engaging client and end-user communications and to curate our expert-led content into meaningful and compelling online playlists, e-toolkits, e-learning paths, and online courses.

LOCATION: Remote, but ideal candidate is based in Canada or the US

ABOUT LIFESPEAK

LifeSpeak is a rapidly growing health, well-being, and professional development organization whose platform helps organizations keep employees present, productive and thriving and enables employers to engage employees and reduce benefit costs. Since its conception and launch in 2004, our clients rely on us for our innovative products and value delivery.

Today LifeSpeak is a proven leader in helping companies and their employees cope with a rapidly changing healthcare and benefit environment. We make it easy for employees and their families to access the support and inspiration they need to overcome hurdles and accomplish personal goals. From sleep issues to managing diabetes, general fitness to mental health, professional development to couples' relationships – LifeSpeak delivers comprehensive, accurate information and action plans from leading experts. Our platform provides people with the right support at the right time. To learn more about our dynamic company, product, and team, please visit us at www.lifespeak.com.

YOUR ROLE

Reporting to the SVP, Product and Services, your time will be divided into three principal areas:

1. Working with the Senior Director, Client Operations, the SVP, Product and Services, and the Director of Content to conceive of, develop, and curate content for user-focused online playlists, e-toolkits, e-learning paths, education campaigns, and online courses, using already-existing, high-quality content and creating new purpose for it in another form
 - a. These curated "content bundles" will take a user through a deep dive into a particular topic area, so that upon completion, they have gained a deep understanding of the issue(s) as well as practical strategies for addressing them
 - b. These content bundles will be adapted to different markets, audiences, and purposes (e.g., student/campus vs. employee/workplace-focused; voluntary learning vs. mandatory certifications;)
 - c. You will work with the above-mentioned team members to identify and develop "wrapper content" that helps users understand purpose, intended learning goals, etc. and points them to next steps/additional resources, where appropriate
 - d. Where there are gaps in the available content for a particular topic area and/or audience/purpose, you will advise the above-mentioned team members so that these gaps can be addressed with new content
2. Working with the Senior Director, Client Operations and our Multimedia Producer to conceptualize, copywrite, and continuously improve communications addressed to our clients and end users
 - a. These communications take many forms, but are primarily HTML emails and print collateral such as posters



- b. You will be tasked with maintaining and refining the tone of these communications, and making them as compelling as possible in order to drive client/user engagement
 - c. You will need to adapt tone and content for the various audiences we serve (e.g., employees, students, end customers) as well as location (we serve clients and users across the globe)
 - d. Research and advise on keeping communications fresh and on the cutting edge
 - e. Collaborate with our Account Management and Technical teams to assess performance (using data analytics and other feedback mechanisms) and identify best practices
3. Working with the Senior Director, Client Operations, the SVP, Product and Services, and the Director of Content to develop and promote LifeSpeak certification programs
- a. Researching the various certifications that may be appropriate for LifeSpeak users to obtain across the various markets that we serve
 - b. Developing the programs users will be required to take in order to obtain the desired certification
 - c. Creating a plan to promote these certification programs to both existing and prospective clients

CRITICAL COMPETENCIES

- At least 5 years' experience professional writing, ideally with a marketing and communications lens
- Experience in marketing or client engagement
- Creativity and the ability to tell compelling stories through words and content
- The ability to identify trends and changes in the market and create solutions to respond to these needs
- An understanding of the challenges that people all over the world face in their lives every day, from mental health to parenting to relationships, financial health, racism, etc.
- Ability to fill a range of roles as needed, including a willingness to learn new things
- Manage deliverables under timeline requirements
- Detail-oriented with the ability to prioritize and multitask
- Adaptability
- Ability to relate to people in an open, friendly, accepting manner
- Self-directed with a sense of urgency
- Bachelor's degree and overall work experience of 5+ years

IT WOULD BE A BONUS IF YOU HAVE

- Fluency in French
- Knowledge of the corporate health and wellness industry or general healthcare industry

COMPENSATION

- Competitive salary
- Benefits coverage
- Four weeks' vacation

INTERESTED? JOIN US!

Please apply now with a cover letter, resume and portfolio to careers@lifespeak.com.