



Senior Digital Marketing Coordinator

Content-Led | Creative Storytelling | Multi-Channel Digital Execution

About June

June is Canada's premier end-to-end women's health platform. June offers holistic, technology-enabled support, from general and preventative health to our nationally recognized expertise in perimenopause and menopause - empowering women with personalized guidance, clinical insight, and a clearer understanding of their health journey. Our goal is to elevate the standard of women's healthcare in Canada and ensure every woman receives the care, confidence, and outcomes she deserves.

Looking to make a real impact? Join June and help shape the future of women's healthcare in a fast-paced, mission-driven startup environment.

Overview

We are seeking a proactive and creative Senior Digital Marketing Coordinator to support content development, digital campaign execution, UX enhancements, and analytics. This is a hands-on execution role ideal for someone with 2 - 4 years of experience who is strong in content creation, visual storytelling, and running coordinated digital programs across channels.

Creative Social Media & Content Storytelling

- Develop compelling, on-brand social content that drives engagement and delivers strong storytelling across formats (static, video, carousels, microcopy).
- Create thumb-stopping creative in Canva and Figma, using trends, hooks, and narrative techniques to elevate content performance.
- Own the content planning process: content calendar, production, scheduling, and optimization of multi-channel content.
- Maintain and proactively stay ahead of the content calendar by generating new ideas, themes, and series.
- Optimize posts for reach, engagement, and conversions using insights and platform best practices.
- Monitor trends and bring fresh concepts that align with audience behaviors and brand direction.
- Tools experience: Canva, Figma, Social Bee / Buffer, Later, CapCut, Riverside, Google Drive.

Digital Marketing Execution

- Publish and schedule multi-channel content across social, email, and web
- Build and deploy email newsletters, nurture flows, and basic automations in Brevo
- Support segmentation, tagging, and personalization initiatives to improve performance.
- Assist with website updates, landing pages, and campaign tracking.
- Paid advertising experience (Instagram, LinkedIn, or Google)
- Tools experience: Brevo, Meta Business Suite, LinkedIn Campaign Manager, Webflow.

Content & Growth Optimization

- Build UTMs, assist with tracking setup, and support GA4 event configuration.
- Produce weekly/monthly content performance reports across channels (social, email, web).
- Analyze engagement patterns and help optimize content topics, formats, CTAs, and publishing cadence.
- Support basic A/B testing across email, landing pages, and creative variations.
- Identify quick optimization opportunities that improve acquisition, engagement, and conversions.

June.

- Tools experience: GA4, Google Tag Manager (basic), Sheets/Excel, Hotjar.

UX & Product Support

- Create simple user flows, wireframes, and prototypes in Figma for landing pages, forms, and onboarding improvements.
- Collaborate on UX enhancements that improve conversion and user experience.
- Conduct quick user tests and gather feedback on digital experiences.
- Tools experience: Figma, Webflow, Hotjar, Notion, Jira.

Creative Production

- Produce social graphics, banners, emails, landing page modules, and lightweight video assets.
- Adapt creative for various platforms and continuously iterate based on performance insights.
- Maintain brand consistency while contributing new creative concepts and visual ideas.
- Tools experience: Canva, Figma, CapCut.

Skills & Experience

- 2–4 years of experience in digital marketing, content creation, social media, or marketing design.
- Strong creative and storytelling skills with a portfolio demonstrating social content, design, and copy.
- Comfort with content planning, scheduling, and multi-platform publication.
- Hands-on skills with Figma and Canva.
- Experience with email tools (Brevo, Mailchimp, HubSpot, etc.).
- Familiarity with analytics tools and basic tracking setup.
- Highly organized with strong project coordination ability.
- Fast learner and self-starter who thrives in a hands-on environment.

Who You Are

- A content-first thinker who understands how to tell stories across digital channels.
- Creative, curious, and always exploring new concepts and trends.
- A digital generalist eager to grow across marketing, design, UX, and analytics.
- Highly organized with strong follow-through and the ability to plan ahead.
- Data-informed and analytical - you use performance metrics, engagement patterns, and user behavior to guide decisions, improve content, and optimize outcomes.
- Comfortable testing, iterating, and adapting based on what the data shows.

What This Role Offers

- Ownership of multi-channel content and creative storytelling
- Hands-on experience across growth, UX, email, analytics, and content
- Direct exposure to strategy while executing the work that drives results
- A versatile role with growth pathways into digital marketing, growth, or UX/product