



Title: Foundation Communications Manager

Location: MemorialCare Saddleback Medical Center (On-Site), Laguna Hills, California

Department: Foundation

Schedule: Full-Time

Shift: Day

Job Listing: SAD005462

Status: Full-time

Pay Range: \$72,363.20 - \$104,873.60

Application Link:

<https://careers.memorialcare.org/job/laguna-hills/foundation-communications-manager/28372/57926000416>

Or visit MemorialCare.org > Menu > Careers

Purpose Statement / Position Summary

MemorialCare Saddleback Medical Center Foundation is seeking a talented and experienced Foundation Communications Manager to join our team. This position offers an exciting opportunity to contribute to meaningful causes and drive the success of our fundraising and awareness initiatives. Saddleback Medical Center Foundation (SMCF) is a growing nonprofit dedicated to developing the philanthropic resources necessary to strengthen the ability of MemorialCare Saddleback Medical Center to enhance the health and well-being of individuals, families and our community.

Under the general supervision of the Executive Director, Communications & Donor Engagement, the Foundations Communications Manager is responsible for developing and executing comprehensive marketing communications strategies in support of the fundraising efforts of SMCF. This position manages the development and production of publications, printed materials and electronic vehicles of communication to promote SMCF's mission, programs, and impact.

This position requires the full understanding and active participation in fulfilling the mission of Saddleback Medical Center. It is expected that the employee demonstrate behavior consistent with our core values: Integrity, Accountability, Best Practices, Compassion and Synergy. The employee shall support Saddleback Medical Center's strategic plan and participate in and advocate performance improvement/patient safety activities.

Essential Functions and Responsibilities of the Job

1. Ability to develop and implement communications and digital marketing strategies to drive engagement and support fundraising efforts for our healthcare initiatives
2. Ability to write and produce communications materials across print, digital, and social media
3. Ability to create and ensure professional presentation and consistent messaging of corporate, editorial and graphic standards
4. Ability to collaborate with internal teams and vendors to manage projects
5. Ability to strategize and execute public relations efforts
6. Ability to interact professionally with foundation constituents
7. Ability to be at work and be on time
8. Ability to follow company policies, procedures and directives
9. Ability to interact in a positive and constructive manner
10. Ability to prioritize and multitask

Essential Job Outcomes

1. Produce print and digital collateral, ensuring professional presentation and consistent messaging of corporate, editorial and graphic standards
2. Write, proof and edit inspirational communications materials including acknowledgement letters, newsletter articles, direct mail appeal letters, case statements, donor proposals, one-sheets, annual impact report, news releases, brochures, invitations, programs, flyers, posters and signs
3. Create compelling visual and written content for digital platforms, including SMCF's web pages, online giving, email campaigns, and social media
4. Collaborate with internal teams and traffic projects with freelance writers, and print and mailhouse vendors; obtaining estimates, staying in alignment with budget, and ensuring that deadlines are met
5. Manage public relations efforts and establish relationships with media to garner publicity
6. Coordinate interviews with patients, physicians, donors and other community members to share impact stories through direct mail appeal letters, newsletter articles, speaker/panel discussions, and event videos
7. Take photos and/or assist photographer at events and obtain permission for use
8. Undertake ad hoc projects when required to assist management in maximizing resources

Experience

- Ability to communicate to various audiences through a variety of mediums such as print, email, websites, and social media
- Excellent writing and editing skills
- Proficiency in graphic design software such as In-Design, Canva, and Photoshop
- Proficiency in email marketing tools such as Campaign Monitor
- Proficiency in online fundraising platforms such as GiveSmart
- Strong project management skills with the ability to multitask and meet deadlines
- Managing third-party vendors such as freelance writers, printers and mailhouse services
- Proven experience in marketing communications, preferably within a nonprofit organization; healthcare fundraising a plus
- Strategic thinker with a proactive and creative approach to problem-solving

- Strong computer skills to include Windows, Microsoft Office/Word/Excel/PowerPoint/Outlook, InDesign, mass email platforms such as Campaign Monitor, and online fundraising platforms such as GiveSmart
- Excellent interpersonal skills showing courtesy, compassion, and respect at all times when interacting with donors, patients, families, employees, visitors and others

Education

A bachelor's degree required