



## **Victoria Hospitals Foundation Communications Manager**

Do you want to be part of a team that is changing the health of our community? We are growing! Due to an internal promotion, we are looking to add another highly-skilled communications professional to our team!

Reporting to the Associate Director of Marketing & Communications, the Manager, Communications (MComm) performs a vital role in public relations, branding, and fundraising communications for the Foundation. As a member of the Communications Team and Foundation Leadership, the MComm provides a full range of support services to the fundraising teams, and ensures the Foundation is presented consistently and professionally to donors, Island Health staff, media, the general public and other stakeholders. This role will have supervisory duties.

The position will be a vital part of the digital evolution of the Foundation's communications activities. Responsibilities will include digital media design and content to tell compelling donor and healthcare stories related to Foundation campaigns or initiatives.

Our ideal candidate possesses exceptional writing and editing skills, and a proven aptitude in both traditional and digital communications. The MComm will need to oversee, create and implement a high volume of work assignments quickly and accurately. The conceptual ability to translate the work of the organization and its community impact into creative, compelling text that engages a variety of audiences is critical to this position. High attention to detail, the ability to prioritize assignments and manage multiple, diverse and ongoing projects is essential.

This position manages the Foundation's website and social channels. Skills in WordPress, graphic design and digital media are necessary.

The Communications Manager must exercise sound judgment, excellent verbal communication and organization skills and meet competing deadlines on a consistent basis. This position works independently and also as part of a team.

The candidate should possess a strong ability to create and deliver cross-channel and platform messaging. Proficiency in Adobe Creative Suite, Microsoft Office Suite, PowerPoint, Keynote, Google Analytics, Facebook, LinkedIn, Instagram and Twitter is a must.

The successful candidate will have a degree, diploma or certificate in a discipline applicable to the position or an equivalent combination of experience. Minimum 5 years' experience in strategic communications, and minimum 3 years' experience in management is required.

Personal integrity, sound judgment, a donor-centred orientation and a sense of humour will contribute to success in this position. The Foundation is looking for someone who loves to collaborate and contribute to a team, is a self-starter, has keen attention to detail, is collaborative and reliable, is naturally persuasive and client service oriented. If this all sounds like you, then we'd like to receive your cover letter and resume.

Qualified candidates are invited to submit a detailed cover letter and resume to Gaelle van Erp, Associate Director, Marketing & Communications by emailing [vhfhr@viha.ca](mailto:vhfhr@viha.ca). *The current competition will remain open until filled and candidates will be short-listed as applications are received.*

## Position Summary

- Manages Foundation staff and interns.
- Implements an annual Communications & Marketing Plan that clearly defines communications goals to support KPIs set as a team.
- Develops key messages and targeted and engaging communications concepts that reflect the Foundation's brand and voice for campaigns and projects.
- Interviews for and writes patient, caregiver and donor stories.
- Writes media advisories and media releases for the Foundation.
- Designs digital and print communications materials, including posters, ads, brochures, PowerPoints, Key Notes, infographics, campaign-specific imagery, campaign boards, direct mail design, ads, and digital assets.
- Manages the development of the newsletters and Annual Report.
- Manages the planning and implementation of media events.
- Manages website updates and ensures website is relevant with current information.
- Acts as primary administrator for the Foundation's social media channels.
- Strategizes extent of presence, reach and engagement on social media, including targeted posts and ads.
- Monitors accounts during and after business hours, and on weekends, and responds to comments and inquiries.
- Liaises with the media, to coordinate media interviews VHF representatives.
- Coordinates monthly creativity and planning sessions.