



VICTORIA HOSPITALS
FOUNDATION

Giving makes us all better

Marketing & Communications Officer - 1 year contract

Do you want to be part of a team that is changing the health of our community? Can you help us enhance our work in our vibrant community?

The Victoria Hospitals Foundation (VHF) is recruiting a trained professional for the role of Marketing & Communications Officer to support its communications, marketing and fundraising activities as a skilled and experienced generalist. This full-time 1 year contract position reports to the Manager, Communications and Marketing. This position requires the ability to work from home. Strong candidates from outside Victoria may be considered, but must be available to work between 8:30am-4:30pm PT Monday-Friday.

Our ideal candidate has non-profit or fundraising marketing and communications experience. Able to manage multiple projects, disciplines, and timelines, this teammate brings proven project and time-management skills.

The Marketing & Communications Officer has excellent verbal and written communication skills, with a keen sense of voice and awareness of different audiences. They will enhance our brand awareness in the community through effective public relations and media relations, and enhance the digital evolution of our work. This candidate will benefit the Foundation's work with their strengths in digital marketing, content strategy, advertising operations and analytics. This candidate will have a passion for community health and helping us advance our work!

Creative, forward-thinking, and an early adopter of technology, this person will always be looking for ways to improve and innovate. The Marketing & Communications Officer will ensure VHF is consistently and professionally presented to the general public, donors, the media, and other stakeholders.

Responsibilities:

- Project management of concurrent, multi-channel marketing and communications initiatives
- Engages with patients and donors to tell authentic stories through a variety of communications platforms
- Proactively finds ways to engage and recognize donors to our work
- Creative, editorial, and copywriting, editing and proofreading to support Marketing & Communications, other Foundation departments and third party stakeholders
- Contributes to digital content strategy and execution
- Manages all digital analytics including website and social, and makes frequent reports and recommendations based on this data to enhance our external communications

- Advertising operations support including managing timelines, requesting creative, ad booking and analytics
- Provides creative content and design support as needed
- Sources opportunities for non-profit marketing and communications-related resources, education opportunities, software, and completes applications as needed
- Provides support to other Foundation marketing and communications activities as needed

Essential to the role are:

- Minimum 3 years of experience in a marketing, public relations or communications role, ideally in a fundraising and non-profit setting
- Post-secondary education in a discipline related or transferable to the duties of the position; or equivalent combination of education and experience
- Proven excellence in copy, editorial, and creative writing for a non-profit organization or business
- Experience in media relations including creating press and news releases that inspire community action
- Proven social media management experience with an organization or brand
- Experience with web and social media dashboards, publishing tools and analytics
- Experience with content management systems such as Wordpress, Drupal or Squarespace and basic html knowledge considered an asset
- Intermediate design and video skills using tools such as Canva, Adobe Creative Suite, iMovie, and YouTube Studio
- Passionate about community causes and volunteerism

A self-starter, the Marketing and Communications Officer shows proven ability to work efficiently and independently, and to take initiative. Having experience in creative environments, they approach feedback as an opportunity to learn and grow, and seek understanding of different perspectives. This person leads by example, makes sound and considered decisions, and holds themselves to a high standard of professionalism.

Qualified candidates are invited to submit a detailed cover letter, resume and portfolio samples in confidence by 4:30pm, June 22, 2020 to VHFHR@viha.ca, attention Ashley Sperling, Associate Director, Marketing & Communications.