



VICTORIA HOSPITALS
FOUNDATION

Giving makes us all better

Marketing & Communications Coordinator

Are you driven by a sense of purpose? Do you want to be part of a team that is advancing healthcare on Vancouver Island?

The Victoria Hospitals Foundation (VHF) develops fundraising campaigns and initiatives to encourage donations to every area of care at Royal Jubilee, Victoria General, and Gorge Road hospitals. As Island Health's charitable partner, we raise donations for medical equipment, special projects, education and research. VHF has raised more than \$150M since 1989, and our donors fund an incredible 40% of the equipment in our hospitals. With a dedicated staff and strong community connections, VHF is working to transform healthcare on the Island!

The Victoria Hospitals Foundation is recruiting a rising communications star for the role of **Marketing & Communications Coordinator**. This full-time, permanent position will be a key member of a team of four and will report to the Manager, Communications & Marketing. A driver's license and access to a personal vehicle is required and you must be able to flex your schedule based on special events and initiatives.

Our ideal candidate is a self-starter who is hungry to learn and to help evolve VHF's work. Creative, forward-thinking, and an early adopter of technology, this person will always be looking for ways to improve and innovate. They will strive to increase our brand awareness and good will in the community in all of their work. This candidate will tackle the big projects and the everyday tasks with enthusiasm, inspiring their colleagues with their positive, can-do attitude and commitment to teamwork!

Key Responsibilities:

- Develops and executes concurrent, multi-channel marketing and communications initiatives individually and as part of a team
- Brings the Foundation's work—and our donor's impact—to life through email marketing and social media storytelling and engages an ever-increasing audience through active listening and proactive engagement
- Engages with patients and donors to tell authentic stories through a variety of communications platforms
- Provides creative, editorial, and copy editing and proofreading support
- Assists the Marketing & Communications Officer in assessing and reporting digital analytics including website, email marketing, and social media, informing the team's digital content strategies
- Provides creative content and design support
- Can manage multiple projects, disciplines, and timelines, and pivot when necessary

- Is highly-aware of peer activities in the communications, fundraising, and healthcare spaces and sources opportunities for related resources, education opportunities, and software
- Provides support to other Foundation marketing and communications activities as needed

Qualifications:

- Minimum 1 year 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
- Experience in copy, editorial, and creative writing for a non-profit organization or business required
- Demonstrated intermediate design and video skills using tools such as Canva, Adobe Creative Suite applications, iMovie, and YouTube Studio
- Proven social media management experience with an organization or brand
- Experience with web and social media dashboards, publishing tools and analytics
- Experience with Wordpress and basic html knowledge
- Passionate about community causes and volunteerism
- Highly organized and able to manage competing priorities and take the initiative

About Us:

We are a highly collaborative team with a purpose and dynamic culture! We are passionate about supporting the health and well-being of our community through advancing healthcare through philanthropy. Our team is innovative and approaches feedback as an opportunity to learn and grow, seeking understanding of different perspectives. We lead by example and hold ourselves to a high standard of professionalism.

Join Us:

Qualified candidates are invited to submit a detailed cover letter, portfolio/work samples and resume in confidence by 5:00 pm, on Wednesday, June 16th, 2021 to VHFHR@viha.ca,

Please include “#21-05 – Marketing and Communications Coordinator” in the subject line.