



Associate Director, Marketing & Communications Maternity Leave Contract – 14+ months

Do you want to be part of a dynamic team that is making significant impact on the advancement of healthcare on Vancouver Island? If so, Victoria Hospitals Foundation may be your next opportunity!

The Victoria Hospitals Foundation works in partnership with Island Health to enable 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. Our donors fund an incredible 40% of the equipment in Victoria General and Royal Jubilee hospitals.

In 2020/21, the Foundation earned revenue of over \$15 million, including gifts from over 5,200 donors. Since 1989, the Victoria Hospitals Foundation has raised more than \$163 million to benefit our hospitals. Last year, our generous community funded thousands of pieces of urgently needed medical equipment to help our hospitals provide care to all 850,000 residents of Vancouver Island.

The **Associate Director, Marketing & Communications** creates awareness of our mission to achieve our organization's goals including the acquisition of new donors. This role leads the marketing and communications portfolio and is a key collaborator with all programs within the Foundation, ensuring the Foundation is professionally presented to our donors, stakeholders and community. The Associate Director oversees, creates, and implements a high volume of work assignments quickly and accurately.

This role manages three positions: one manager level and two staff members and is vital part of the Foundation's leadership team, which works collaboratively to inspire and foster an excellent work culture. The ideal candidate will inspire philanthropy through a variety of communications channels including direct response, e-mail marketing, social media, media, print communications, and recognition.

Key Responsibilities:

- To lead the marketing and communications project management and strategy development for the Foundation to increase and inspire philanthropy through a variety of communications channels including direct response, e-mail marketing, social media, media, print communications, and recognition.
- To provide a full range of support services to the fundraising teams and inspire the digital evolution of the Foundation.
- To liaise with Island Health employees (Vancouver Island Health Authority), stakeholders, contractors, and patients as needed to share patient and caregiver stories that inspire giving.
- Act as a Foundation spokesperson at times, and is the main contact for all media.
- To responsibly manage an operating budget including advertising, PR and awareness tactics.
- To performance manage and coach a team that strives for strong results.
- To share donor impact through prudent stewardship of fundraising.



Qualifications:

- A degree, diploma, or certificate in a discipline applicable to the position or an equivalent combination of experience and education and a minimum of five years' experience in strategic communications, media relations, and fundraising is critical.
- A minimum of five years' experiencing performance managing a team of communications and marketing professionals.
- Experience leading a communications and marketing team in a fundraising environment that raises +\$10M annually.
- Excellent ability to create and deliver cross-channel and platform messaging and enhance brand awareness and public familiarity of the Foundation and our cause.
- Social Media, Adobe Creative Suite, Microsoft Office Suite, Keynote, PowerPoint, Mail Chimp, Google Analytics, WordPress and advanced CMS skills are necessary.
- Excellent verbal communication and organization skills.
- Must have 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.

About Us:

Our team is a highly collaborative with a strong connected purpose. 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:

Our goal is to have our new team member start in January 2022, but will accommodate an earlier start if needed. We welcome remote candidates to apply for this position.

We welcome qualified candidates to submit a detailed cover letter and resume in confidence to **VHFHR@islandhealth.ca**.

Please include “#21-09 – Associate Director, Marketing and Communications” in the subject line.