



Marketing & Communications Officer Temporary Contract – 15 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 largest 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.

The Marketing & Communications team plays a vital role in supporting all Foundation work and the current team of three is looking forward to welcoming a new member for this exciting role.

The **Marketing and Communications (MarComms) Officer** plays a key role in the evolution of the Foundation's marketing and communications activities, and supports team members in executing various initiatives and campaigns. The Officer's focus is to lead and support communications and marketing initiatives in key areas, such as media relations, events, hospital and external communications, to support meaningful donor and community engagement. Through these activities, the Officer will help the team achieve growth through new donor acquisition.

The MarComms Officer professionally represents the Foundation in interactions with donors, Island Health staff, patients, and other external stakeholders and contractors. As a member of the Communications Team, the Officer provides a range of support services to the fundraising teams. The Officer will need to demonstrate excellent collaboration skills, build and maintain relations within the VHF team and grow VHF's positive reputation with peers and the community.

This position will report to the Associate Director, Marketing & Communications and will work closely with the Marketing and Communications team, and in consultation and collaboration with the entire Victoria Hospitals Foundation (VHF) team. While this is currently a term contract, there is an opportunity for an extension/ability to become permanent if operational goals and objectives are successfully met. This position can enjoy a mix of hybrid and in-office work. A core responsibility of this role is to be onsite for media relations and in-hospital communications.

Key Responsibilities:

Communications

- Contributes to the enhancement of Foundation presence in the community, which inspires clear action.



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- Develops and executes concurrent, multi-channel marketing and communications initiatives individually, and as part of a team.
- Provides creative content and design support.
- Working towards our goal of strengthening the brand through consistency, creates and reviews content for other departments, partners and third parties.
- Provides written content, creative, editorial, and copyediting and proofreading support as needed.

Media Relations

- Enhances the Foundation's profile through strategic media relations, which includes media events and photoshoots, and engages donors, caregivers, Island Health staff members, and patients.

VHF Signature Events

- Collaborates with the Development and Philanthropy teams to develop signature VHF events and collateral, program, speaking notes and cues, and keynote presentations.
- Assists Development in branding and recognizing all independent special events and cause marketing initiatives.

External Communications - Hospital

- Acts as lead vendor support for hospital signage & naming opportunities.

Independent Special Events and Cause Marketing

- Fosters excellent relationships with corporate donors
- Supports development of branding, working with in-house and external graphic designers
- Organizes sponsorships, benefits and assets as needed

Fundraising & Recognition

- Supports the communication of the Foundation's recognition activities, generating ideas for new programs for philanthropy
- Supports creation of funding proposals, stewardship letters, impact reports
- Provides support to other Foundation marketing and communications activities as needed

Qualifications:

- Post-secondary education diploma or degree in Marketing or Communications, or in a discipline related or transferable to the duties of the position; or equivalent combination of education and experience
- Minimum 3-5 years of experience in a marketing, public relations or communications role, ideally in a fundraising and non-profit setting

Skills/Abilities

- Demonstrates excellent judgment and customer service skills when working with all colleagues, donors and stakeholders
- Communicates with tact, diplomacy and empathy



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- High regard for privacy and confidentiality of business information
- Must be goal-oriented, self-motivated, reliable, and detail-oriented
- Creative, innovative, and comfortable embracing new technologies and techniques
- Demonstrated initiative and the ability to work with minimal supervision and manage multiple projects under tight deadlines, as well as work effectively in a team to foster good relations
- 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
- Experience with web and social media dashboards, publishing tools and analytics software such as Hootsuite, Sprout Social, and Google Analytics
- Experience with content management systems such as Wordpress, Drupal or Squarespace and basic html knowledge considered an asset
- Proven social media management experience with an organization or brand
- Passionate about community causes and volunteerism
- Highly organized and able to manage competing priorities and take the initiative

About Us:

Our team is highly collaborative with a strong connected purpose. We are passionate about supporting the health and well-being of our community through philanthropy and deeply care about the health of our hospitals. 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. Above all, we share the same values and support one another in the profound work we do.

Join Us:

We welcome qualified candidates to submit a detailed cover letter and resume to VHFHR@islandhealth.ca. This position is open until filled. A full job description is available upon request.

Please include “#22-02 Marketing and Communications Officer” in the subject line.

To note: Based on the Provincial Health Order, any offer of employment will be contingent on the provision of proof of a double COVID-19 vaccine.