



Digital Marketing Coordinator **Permanent, Full Time**

Are you looking for an opportunity to get into the charitable sector, while helping develop a standalone brand? 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, the Victoria Hospitals Foundation may be your next opportunity!

The Victoria Hospitals Foundation (VHF) 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. VHF donors fund an incredible 40% of the equipment in Victoria General and Royal Jubilee hospitals.

In 2021/22, we raised over \$17.9 million for our hospitals, including gifts from over 5,400 donors. Since 1989, the Victoria Hospitals Foundation has raised more than \$180 million to benefit our hospitals. Our community generously funded thousands of pieces of urgently needed medical equipment and special projects to help these hospitals provide care to all 860,000+ residents of Vancouver Island.

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 creative member for this exciting and unique role.

The **Digital Marketing Coordinator** plays a key role in the evolution of the Foundation's marketing and communications activities in key areas such as digital media, graphic design and hospital marketing to support meaningful donor, caregiver and community engagement. Through these activities, the Coordinator will help the team achieve growth through new donor acquisition.

The Coordinator professionally represents the Foundation in interactions with donors, Island Health staff, patients, and other external stakeholders and contractors. The Coordinator will need to demonstrate excellent interpersonal and 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 VHF team. This position can enjoy a mix of hybrid and in-office work. A core responsibility of this role is to be onsite for in-hospital communications and engagement opportunities, and be present at events.

Key Responsibilities:

Marketing

- Contributes to the enhancement of the Foundation presence within the hospitals and in the community
- Develops and executes concurrent, multi-channel marketing and communications initiatives individually, and as part of a team.
- Provides creative content and design support
- Pulls analytics to guide projects and marketing decisions

Digital Content Creation & Social Media

- Films and edits videos for email marketing and social media
- Captures and edits photographs of people and equipment
- Creates reels, social ads and targeted social media elements
- Helps maintain and promote Facebook, Instagram, LinkedIn, Twitter and YouTube
- Creates and distributes digital toolkits
- Monitors social media on occasional nights and weekends
- Engages with followers, influencers and social media accounts
- Leads an ambassador program
- Recommends digital innovations for consideration

Graphic Design

- Creates unique and engaging digital elements for the Foundation's appeals, projects, and events
- Designs digital and print communications materials, including posters, ads, brochures, presentations, infographics, email visuals, and social graphics
- Engages contractors as needed for advanced and comprehensive design activities

Hospital Marketing

- Working with the Associate Director, plans and executes in-hospital marketing projects
- Catalogues and upkeeps distribution of collateral within both hospital sites
- Catalogues and upkeeps content on hospital screens and the Foundation's donor wall
- Acts as vendor liaison for in-hospital marketing initiatives, and hospital signage
- Recommends in-hospital initiatives

Website

- Ensure website is updated with accurate information in a timely manner
- Supports the development of landing pages for events and donations
- Recommends best practices for website development

Event Support

- Supports event photography, videography and social media
- Using branded assets, creates content for event promotion and recognition
- Satisfies sponsorships requirements



Fundraising and Recognition

- Supports the communication of the Foundation's recognition activities
- Following the Foundation's style guides, creates layouts of proposals, and impact reports

Administration

- Provides administrative support to the MarComms team, including the upkeep of a photo bank and consent forms
- Acts as the Adobe Creative Cloud administrator
- Acts as vendor support for printing of collateral and office materials, including business cards and nametags

Qualifications:

- Post-secondary education diploma or degree in Marketing, or in a discipline related or transferable to the duties of the position; or equivalent combination of education and experience
- Minimum 1-2 years of experience in a marketing role, ideally in a fundraising and non-profit setting, or at a startup
- Driver's license and access to a vehicle

Skills and Abilities

- Passionate about community causes and volunteerism
- Demonstrates excellent judgment and interpersonal skills
- Communicates with tact, diplomacy and empathy
- Highly creative, innovative, and comfortable embracing new technologies and techniques
- Must be goal-oriented, self-motivated, reliable, and detail-oriented
- High regard for privacy and confidentiality of business information
- Highly organized and able to manage competing priorities and take the initiative

Technology Requirements

- Demonstrated design and editing skills using tools such as Canva and Adobe Creative Suite applications
- Demonstrated video editing skills using iMovie or similar software
- Demonstrated experience with Wordpress
- Experience with basic html knowledge considered an asset
- Demonstrated intermediate skills using a DSLR camera
- The ability to record videos and photos using a personal device
- Proven social media management experience with an organization or brand
- Experience with web and social media dashboards, publishing tools and analytics software such as Hootsuite and Google Analytics

**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.

Please include “Digital Marketing Coordinator” 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.