



Senior Officer, Media & Communications 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 2022/23, over \$12.9 million was raised to support our hospitals, including gifts from over 5,200 donors. Since 1989, the Victoria Hospitals Foundation has raised more than \$193 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 four is looking forward to welcoming a new creative member for this exciting and unique role.

The **Senior Officer, Media & Communications** plays a key role in the evolution of the Foundation's marketing and communications activities in key areas such as storytelling, media, hospital marketing and project management to support meaningful donor, caregiver and community engagement. Through these activities, the Senior Officer will help the team achieve growth through new donor acquisition.

The Senior Officer professionally represents the Foundation in interactions with media, donors, Island Health staff, patients, and other external stakeholders and contractors. The Senior Officer 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 (Associate Director) and will work closely with the Marketing and Communications team (MarComms 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, engagement opportunities, and media events.

Key Responsibilities:

Communications & Storytelling

- In collaboration with the MarComms team, develops key messages and targeted communications concepts that reflect the Foundation's brand and voice for campaigns and projects
- Supports the Chief Executive Officer, and Associate Director in their public relations and communications.
- Engages with patients, care team members, donors, volunteers and community members to tell authentic, meaningful stories through a variety of communications platforms.
- Interviews, sources, distils, and writes compelling content.
- Curates content for various platforms with a keen awareness of different audiences.
- Provides creative and editorial copywriting, editing, and proofreading to support MarComms, other Foundation departments and third-party stakeholders.
- Writes keynote speeches.
- Working towards the KPI of strengthening the brand through consistency, creates and reviews content for other departments, partners and third parties.
- Maintains and champions internal style guidelines.

Media Relations

- Enhances the Foundation's profile through strategic media relations.
- Media trains donors, caregivers, Island Health staff members, patients, and staff as needed.
- Represents the Foundation with media partners and oversees on-site media event logistics.
- Builds relationships with key media contacts and identifies opportunities to proactively pitch brand and corporate stories as appropriate.
- Manages day-to-day media relations, media requests, daily media combing and reporting.
- Develops written materials including media advisories, press releases, and Q&A documents.

Hospital Marketing

- Assists in the development and implementation of PR programs to support awareness that philanthropy plays an important role in our hospitals.
- Working with the Associate Director, plans and executes in-hospital marketing projects.
- Strategizes distribution of collateral within both hospital sites
- Strategizes content on hospital screens and the Foundation's donor walls.
- Acts as vendor liaison for in-hospital marketing initiatives, and hospital signage.
- Recommends in-hospital initiatives.

Fundraising and Recognition

- Supports the communication of the Foundation's promotion and recognition activities.
- Creates content for event promotion and recognition; satisfies sponsorships requirements.
- Collaborates with the Development and Philanthropy teams to develop the communication around VHF events, including programming and speaking notes.
- Proactively finds ways to engage and recognize donors to our work.
- Sources opportunities for non-profit marketing and communications-related resources.



Project Management:

- In collaboration with the Associate Director, MarComms, project manages concurrent, multi-channel marketing and communications initiatives from planning through to execution.
- Coordinates internal and external review process; acts as the review conduit between MarComms and other departments.

Qualifications:

- Post-secondary education diploma or degree in communications or journalism, or in a discipline related or transferable to the duties of the position; or equivalent combination of education and experience.
- Minimum 7 years of experience in a communications role, ideally in a fundraising and non-profit setting, or a community-forward role that embodies storytelling.
- Minimum 7 years of experience with media planning, or journalism.
- Crisis communication experience considered an asset.
- Proven experience with interviewing individuals to inspire action.
- Driver's license and access to a vehicle.

Skills and Abilities

- A strong writer
- Technology-savvy
- Embodies trust
- 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
- Able to manage competing priorities and take the initiative

Technology Requirements

- The ability to record videos and photos using a personal device.
- Experience with WordPress considered an asset.
- Experience with email marketing systems considered an asset.

Total Compensation Package:

The base salary hiring range for this position is \$64,600 - \$81,000.

The base salary range for this position is \$64,600 - \$92,000.

The total compensation package also includes a comprehensive extended benefit package starting immediately, and participation in a defined benefit pension program after 3 months. The time off



Giving makes us all better

program includes 4 weeks of vacation per year, paid sick time and other time off to support personal wellbeing. A hybrid work situation may be considered based on experience in the position.

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, resume and any relevant portfolio or project samples to VHFHR@islandhealth.ca. This position is open until filled.

Please include “Senior Officer, Media & Communications” in the subject line.

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