



## Marketing and Communications Manager

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 (VHF) may be your next opportunity!

*The Victoria Hospitals Foundation is a leading philanthropic organization on Vancouver Island that champions giving through prudent stewardship to advance and elevate care at Royal Jubilee and Victoria General hospitals. As a charitable partner of Island Health, we raise funds to invest in priority and best-in-class medical equipment, caregiver education, research, and special projects. VHF donors fund 40% of the medical equipment at Royal Jubilee and Victoria General hospitals.*

*In 2024-25, more than \$24.2 million was raised from over 5,635 donors to bring innovation to the forefront of patient care in Victoria. Since 1989, the Foundation has raised over \$233 million to benefit Vancouver Island's acute care hospitals, which serve the region's 930,000+ residents.*

With our recent growth and in alignment with our strategic plan, we are expanding our Marketing and Communications Department to include a **Marketing and Communications Manager**. Reporting to the Director of Marketing and Communications, the Manager will provide operational leadership for the Foundation's day-to-day marketing and communications activities, translating strategic direction into impactful execution of high-volume deliverables that advance donor engagement, support fundraising goals, highlight donor impact, and strengthen brand presence for the Foundation. As an expert generalist, the Manager oversees the development and delivery of the Foundation's content calendar, storytelling initiatives, direct response campaigns, fundraising resource development, and marketing initiatives that reflect the Foundation's mission and inspire philanthropy.

This is a hands-on leadership role. The Manager owns end-to-end production, timelines, and performance of projects, and brings strong writing, excellent project management, and solid technical aptitude to the role. A relationship-focused, collaborative leader, the Manager fosters a positive team culture, builds strong cross-departmental partnerships, and supports the Foundation's commitment to excellence in donor communications.

As part of a five-person team, this position manages and mentors two team members, providing guidance, workflow management, and editorial oversight to ensure the team delivers high-quality, on-brand content.

The Manager lives by and promotes the Foundation's values: to embody trust, champion Island care, foster meaningful donor journeys, and elevate and celebrate everything we do.



## **Key Responsibilities include:**

### Strategic Communications and Storytelling

- Develops, edits, and project-manages compelling communications including donor stories, gift announcements, campaign updates, cases for support, proposals, impact reports, press releases, video scripts, and advertising copy.
- Stewards the Foundation's Content Calendar and champions the Foundation's Brand Guide.
- Leads the storytelling process to craft powerful narratives that inspire philanthropy, including interviews, narrative development, and content creation featuring patients, caregivers, and donors.
- Produces evergreen and feature stories that showcase impact in and beyond active campaigns, including donor profiles, patient journeys, and community pieces. Applies donor-centric and brand voice, conducts fact-checking and final editorial review.

### Fundraising Communications

- Manages end-to-end production of direct mail, email campaigns, newsletters, and advertising initiatives that are donor-centric, on brand, and inspire philanthropy.
- Oversees communications deliverables and visual identity execution for donor events, independent special events, media events, and signature galas.
- Partners closely with fundraising departments to write, or refine proposals, donor letters, stewardship materials, and impact reports.

### Traditional and Digital Media Oversight

- Coordinates pitching of media stories and manages timely distribution to media lists. Monitors media coverage and delivers regular media reports.
- Ensures website, social media channels, and in-hospital screens align with the Content Calendar and reflect the Foundation's mission and priorities.
- Oversees website content strategy, usability, and ongoing enhancements.

### Leadership & Team Management

- Provides mentorship, guidance, and professional development to two direct reports.
- Support oversight of expense and revenue budgets.
- Assigns workload, establish timelines, and manage workflow in a fast-paced, deadline-driven environment.
- Fosters a culture of collaboration, accountability, innovation, and excellence.

## **Qualifications**

### **Education and Experience**

- Bachelor's degree, or equivalent experience in a related field.
- Minimum 7 years' experience in strategic communications.
- Minimum of 3 years' experience in people management.



- Demonstrated experience and technically savvy with MS Office suite, Adobe Creative Suite, Dropbox, social media platforms and content management systems, preferably WordPress.

### **Skills and Competencies**

- Exceptional writing and editing skills, with the ability to craft compelling, donor-centric and persuasive messaging.
- Excellent oral and written communication skills, with demonstrated expertise in strategic communications and developing content tailored to diverse audiences and channels.
- Strong analytical and critical thinking abilities, supported by demonstrated technical skills and a strategic mindset.
- Proven troubleshooting, problem-solving, and conflict-resolution skills, with the ability to navigate complex situations effectively.
- Valid driver's license and a genuine passion for advancing healthcare and strengthening community impact

### **Total Compensation Package:**

- The base salary hiring range for this position is \$85,050 - \$104,000.
- The base salary range for this position is \$85,050 - \$124,920.
- This salary is based on a 37.5-hour workweek with core hours 8:30-4:30.

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 program includes 4 weeks of vacation per year, paid sick time and other time off to support personal wellbeing.

This is an in-office position, with the flexibility to work remotely 1-2 times a week.

### **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, hold ourselves to a high standard of professionalism and share the same core values: **Embody trust; Champion Island care; Foster meaningful donor journeys; Elevate and celebrate everything we do.**

### **Join Us:**

We welcome qualified candidates to submit a detailed cover letter and resume to [VHFHR@islandhealth.ca](mailto:VHFHR@islandhealth.ca). This position will be open until successfully filled. Interviews will be scheduled as applications are received. A full job description is available upon request.

Please include “**Manager, Marketing and Communications**” in the subject line.