



Marketing, Senior Officer

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 (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 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.

We have an exciting opportunity for a full-time Senior Officer, Marketing to join our team! This permanent, full-time role is responsible for advancing the Foundation's marketing activities through direct mail, email marketing, advertising, newsletters, annual reports, and integrated fundraising campaigns. Through compelling storytelling, audience-focused communications, and data-driven marketing strategies, the Senior Officer helps create inspiring donor experiences that generate support, increase engagement, strengthen brand awareness, and advance the Foundation's mission of transforming patient care across Vancouver Island.

Reporting to the Manager, Marketing & Communications, our ideal candidate is a strategic and creative marketing professional with exceptional writing, project management, and analytics skills. They thrive in a collaborative environment, are passionate about community impact, and are motivated by the opportunity to connect donors with the life-changing work happening in our hospitals.

Key Responsibilities:

- Creates compelling, audience-focused written and visual content for emails, donor communications, interviews, reports, advertising, campaigns, and marketing materials.
- Plans, develops, and executes advertising campaigns for Foundation programs, events, and fundraising initiatives.
- Designs, executes, and optimizes email marketing campaigns that drive donor engagement and fundraising results.
- Oversees the email calendar; evaluates and reports on email performance.
- Oversees the development of direct mail campaigns from concept through production, including copy and design.

- Designs and oversees newsletter and annual report layouts, incorporating compelling visuals, donor-focused stories, and strategic calls to action.
- Manages concurrent multi-channel marketing initiatives from planning through execution.
- Acts as the subject matter expert on marketing optimization, industry policies and best practices.

Qualifications:

- Post-secondary diploma or degree in marketing, communications, advertising, or a related field; or an equivalent combination of education and experience.
- Minimum five years of progressive marketing experience, ideally within a nonprofit, fundraising, healthcare, or community-focused organization.
- Exceptional writing, editing, and storytelling abilities.
- Strong project management and organizational skills with the ability to manage multiple priorities simultaneously.
- Data-driven mindset with experience evaluating campaign performance and applying insights to improve results.
- Graphic design experience is considered an asset.
- Experience working with digital marketing platforms and content management systems.
- Valid driver's license and access to a vehicle.
- Demonstrates excellent judgment, interpersonal skills, and professionalism.
- Technology requirements: Experience with Adobe Creative Suite, email marketing platforms (MailChimp considered an asset), and analytics programs.

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

Total Compensation Package:

- The base salary hiring range for this position is \$71,100 - \$82,000
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- 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. The time off program includes 4 weeks of vacation per year, paid sick time and other time off to support personal wellbeing.

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. 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 "**Senior Officer, Marketing**" in the subject line of your application.