

SENIOR MARKETING OFFICER



Join one of Vancouver Island's leading healthcare philanthropy teams.

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.

In 2025/26, more than \$37.5 million was raised from over 5,314 donors to bring innovation to the forefront of patient care in Victoria. Since 1989, the Foundation has raised over \$270 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.

40%

of equipment in our hospitals is funded by donors in our community



Experience & 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.



8,900+

Staff & physicians at RJH and VGH benefit from donor-funded leading-edge tools, research funding, and education support



Skills & Abilities:

- Exceptional relationship-building, influencing, and negotiation skills with the ability to engage senior-level interest holders and donors.
- Strong strategic thinking and planning ability, with a results-driven mindset.
- Excellent written and verbal communication skills, including proposal and case development.
- Highly organized, with the ability to manage a complex portfolio and competing priorities.
- Self-motivated and accountable, with the ability to work independently in a fast-paced environment.
- High degree of professional integrity, discretion, and sound judgment.
- Commitment to ethical practice and the ability to effectively interact with executive-level clients.

Total Compensation Package:

- The base salary hiring range for this position is \$71,100 - \$82,000
- The base salary range for this position is \$71,100 - \$101,270
- 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 in the VHF office at the Wilson Block at Royal Jubilee Hospital, with the flexibility to work remotely 1-2 times a week.

Why Join Victoria Hospitals Foundation?

- Be part of a collaborative, high-performing team united by a shared commitment to advancing healthcare.
 - Partner with physicians, clinical leaders and philanthropists who are helping shape the future of patient care.
 - Work in an organization that values trust, accountability, learning and professional growth.
 - Contribute directly to projects that have visible and lasting impact across Vancouver Island.
- Join a Foundation with a strong track record of success and an exciting vision for the future.



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 "**Sr. Marketing Officer**" in the subject line.

