

JOB DESCRIPTION: Communications & Marketing Coordinator

TITLE

Communications & Marketing Coordinator (CMC) - 5.0 Days/Week FTE (or as negotiated)

REPORTS TO

Executive Director

POSITION OVERVIEW

As an integral member of the KBRH Health Foundation, the Communications and Marketing Coordinator (CMC) will be primarily responsible for supporting the overall operations of the Foundation as it relates to planning and coordinating content for all communication platforms, supporting the design and execution of all marketing materials, supporting annual communications and marketing strategies for ongoing programs and special projects, event coordination, sponsorship engagement and recruitment, and front line donor engagement.

As a member of the Foundation's team, the CMC will play an important, hands-on role in the day-to-day operations that support key fundraising activities, including event planning, direct donation solicitation and grant writing, for the KBRH Health Foundation. Key to the success of this position is the ability to develop communications strategies to enhance the brand of the Foundation, target marketing opportunities to meet strategic goals, build relationships, and prioritize donor engagement, as well as work in an efficient manner.

The Foundation strives to adhere to its organizational values of integrity, respect, confidentiality and accountability. All Foundation team members are expected to understand and include the values into their daily work.

CORE COMPETENCIES

- Relationship Building & Networking
- Communication & Openness
- Presentation Skills
- Team Work
- Adaptability, Flexibility & the Ability to Work Unsupervised
- Accountability & Dependability
- Accuracy, Quality and Detail Oriented
- Time Management
- Decision Making & Judgement
- Ethics & Integrity
- Analytical, Problem Solving Skills

POSITION RESPONSIBILITIES AND DUTIES

- Communications platform management, including content creation and strategies for website and social media, profiling and advertising to meet sponsorship, donor and grant funder needs
- Planning and execution of annual communication plans, audits and content to support key messaging for events, campaigns, and profiling of the Foundation to the community and stakeholders

- Supports the Executive Director to design and develop marketing strategies and corresponding materials to meet the Foundation's annual fundraising goals
- Supports the Executive Director in all media and public relations activities, including press releases, reports, press events, press sponsorships and crisis communications
- Cold calling and networking with donors and stakeholders to market donation programs and sponsorship opportunities
- Front line donor management, cultivation and communication
- Event support including planning, marketing, implementation, attendee management, sponsorship engagement, and volunteer coordination
- Supports the Executive Director in the coordination of donor recognition activities
- Ensures deadlines are met
- Responsible for working in partnership with and under the guidance of the Operations & Finance Coordinator in the research and coordination of annual grant opportunities, including grant writing, support of grant funding recognition and reporting back to funders
- Responsible for working in partnership with and under the guidance of the Operations & Finance Coordinator with respect to the administration and updating of Grant Connect database as required
- Provides Board Committee participation, as required, and support to the Executive Director for Board training and reporting
- Policy development as required
- Office duties as required
- Documentation of work and preparation of reports as and when required
- Documentation of policies, procedures and work flow for assigned areas of responsibility
- Performs other duties as required

POSITION SKILLS AND COMPETENCIES

- Demonstrates excellent interpersonal and verbal/written communication skills
- Self-directed and organized with effective time management skills and ability to multitask while effectively managing competing demands
- Ability to work confidently under pressure to meet deadlines
- Professional, pleasant and effective approach with a focus on exceptional customer service
- Experienced at building community relationships
- Has the ability to take direction and follow instructions
- Demonstrates excellent listening skills
- Strong focus on quality
- Ability to make administrative/procedural decisions and displays good judgements
- Ability to comply with policy and procedures and follow process
- Strong problem solving skills and ability to interpret financial or other information
- Sound analytical thinking, planning, prioritization and execution skills
- Demonstrates initiative, results oriented, excellent work ethic, positive attitude, reliable and dependable
- High level of integrity, accountability and ability to ensure confidentiality of data is maintained
- Flexible and able to adapt to change and perform other job duties as required
- Experience in cold calling and stakeholder engagement required

- Experience in content creation and management for website and social media
- Must be proficient in Microsoft Office programs including Excel, Word and Outlook
- Experience with Raiser's Edge NXT, or other database applications and design programs such as Canva, are an asset
- Experience in event planning and/or management an asset
- Experience in the development and delivery of fundraising programs an asset
- Experience working in a registered charity and working with volunteer groups an asset

WORKING CONDITIONS

- Manual dexterity is required to use desktop computer and peripherals
- Physical ability to move supplies and provide support for event set up and take down
- Sensitivity and adherence to hospital policies with regards to patient care, confidentiality and safety while on site
- Ability to work remotely as required (hybrid flexible work environment)
- Overtime as required with time off in lieu of pay