

JOB DESCRIPTION: Communications & Marketing Coordinator
Full Time (5 days/week), Temporary Employment for a Maternity Leave
Estimated 20 Months in Duration

TITLE

Communications & Marketing Coordinator (CMC)

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, and supporting annual communications and marketing strategies for ongoing programs and special projects. The CMC will also engage in grant writing and grant prospecting.

As a member of the Foundation's team, the CMC will play a supportive role in the day-to-day operations that support key fundraising activities including event planning, sponsorship engagement and recruitment, and donor engagement.

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
- Clear, Concise Communication Skills
- Ability to Work in a Team
- Adaptability, Flexibility & the Ability to Work Unsupervised
- Accountability & Dependability
- Accuracy, Quality & Detail Oriented
- Effective Time Management
- Sound Decision Making & Judgement
- Ethics & Integrity
- Analytical, Problem Solving Skills

POSITION RESPONSIBILITIES AND DUTIES

- Communications platform management, including content creation and strategies for website (WordPress), social media (LinkedIn, Facebook, Instagram) and email marketing, profiling and advertising to meet sponsors, donors and grant funders 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
- Responsible for working in partnership with the Grant 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 the Grant Coordinator with respect to the administration and updating of Grant Connect database
- Event support including planning, marketing, implementation, IT transformation, attendee management, sponsorship engagement, volunteer coordination and participant engagement
- Networking with donors and stakeholders to market donation programs and sponsorship opportunities
- Front line donor management, cultivation and communication
- Experience with public speaking
- Liaise with Interior Health management and staff as needed
- Supports the Executive Director in the coordination of donor recognition activities
- Ensures deadlines are met
- Provides 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 workflow 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 judgement
- 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 stakeholder engagement required
- Experience in content creation and management for website and social media required
- Must be proficient in Microsoft Office programs including Excel, Word, Adobe and Outlook
- Minimum 3 years experience or and equivalent combination of education and experience in marketing and communications required
- Experience in grant writing and prospecting an asset
- Experience with Raiser's Edge NXT, or other database applications and other programs such as Canva, WordPress, Meta Business, and Later Scheduler an asset
- Connection to community and region as 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 work may be possible in a partial allotment once training occurs
- Overtime as required with time off in lieu of pay

COMPENSATION

- Salary Band: \$28.72 - \$38.86
- 5 days/week @ 37.5 hours/week
- 3 weeks paid vacation plus flex time
- Comprehensive dental and extended medical benefits
- Would consider part time (minimum 4 days/week) or contract work for the right candidate

TO APPLY

- Please submit a resume and cover letter to KBHFoundationAdmin@interiorhealth.ca.
- Resumes will be evaluated as received and the posting will remain open until the role is filled.