



Director of Marketing (Part-Time, Contract)

Lions Gate Hospital Foundation, North Vancouver, BC

Background

Lions Gate Hospital Foundation (LGHF) is the fundraising arm of Lions Gate Hospital and all publicly funded health-care facilities across the North Shore. In one of the healthiest and most active communities in Canada, LGHF ensures world-class acute care is available when residents need it most. We bridge the gap between what the government can provide and what our community needs right now.

As the North Shore grows - and younger, newer residents who are less connected to the hospital - we are investing in brand relevance-building, digital modernization, and differentiated marketing that stands apart from the identikit branding seen across healthcare and charitable organizations.

We are seeking a strategic, brand-driven Marketing Director to lead this evolution.

Position Overview

This opportunity is ideal for a senior marketer or brand strategist seeking meaningful work and flexible hours in a role that combines strategic leadership with hands-on collaboration. You will set the brand direction, elevate the Foundation's presence across the North Shore, and guide digital and community marketing efforts.

Our communications team is small and DIY. This role requires someone who is comfortable working alongside the team, nurturing their growth, and plugging in external partners (freelancers, creatives, photographers, agencies) when additional expertise is needed.

Key Responsibilities

1. Brand Stewardship & Creative Direction

- Own and evolve the LGHF brand platform, sharpening the "Hospital for Here" strategy and ensuring it shows up consistently across touchpoints.
- Break from traditional, entrenched hospital/charity aesthetics; champion work that meaningfully differentiates LGHF.
- Oversee implementation of the LGHF brand kit (visual + verbal identity) across external and internal environments.
- Provide high-level creative direction across campaigns, digital assets, in-hospital signage, staff-facing materials and community presence.

2. Build Relevance with New & Younger Audiences

- Develop strategies that make LGHF relevant to younger (<50) and newer North Shore residents.
- Leverage cultural truths (active living, family life, safety-net reliance) to guide messaging and creative.
- Strengthen the donor pipeline by improving awareness, consideration, and first-time donor growth.

3. Integrated Marketing & Annual Planning

- Lead the creation of an annual marketing plan that aligns all channels - events, mail campaigns, email, social, digital and print advertising, and signage - around brand strategy.
- Prioritize initiatives that drive memorability and emotional resonance.
- Evaluate team capacity and recommend future resourcing without unnecessary headcount expansion.

4. Digital Ecosystem & Donor Experience

- Build a modern, connected digital ecosystem for donors and potential donors – **this is a core mandate.**
- Explore means to improve CRM usage, segmentation, analytics and automated engagement.
- Guide development of digital storytelling that is emotionally compelling, insight-led, and true to the brand.
- Ensure every digital experience aligns with “Hospital for Here” and enhances long-term donor relationships.
- Oversee website SEO and AI search activity with external partner to ensure exposure to potential donors.

5. Team Leadership & External Partner Management

- Work closely alongside the Communications Manager and Communications Assistant, providing direction while engaging in day-to-day work.
- Support team growth in brand thinking, digital literacy, and creative execution.
- Identify, brief, and manage external partners when specialized skills are needed.

6. Community & Campaign Work

- Lead the creative and marketing strategy for existing community and campaign programs already booked for 2026, ensuring each execution is distinctly LGHF and grounded in “Hospital for Here”.
 - Oversee strategic development and brand alignment of major annual campaigns (Holiday, Spring, Summer, Fall).
 - Identify and implement high-impact opportunities for LGHF to embed itself in North Shore culture annually.
 - Ensure that all community-facing work elevates brand relevance.
-

Year 1 Priorities

Brand Integration

- Embed the refreshed brand kit across external and internal environments.
- Oversee in-hospital signage requirements, digital screens and communications materials.

Digital Foundation

- Strengthen CRM, email, social, donor journeys and analytics.
- Build a more cohesive and consistent digital content strategy.

Community & Campaign Work

- Lead creative/marketing strategy for 2026 programs.
 - Identify 1-2 high-impact cultural integrations.
 - Oversee brand-led major campaigns.
 - Define key stories to anchor digital content.
-

Qualifications

- 7–10+ years in brand marketing, creative strategy, or senior communications.
 - Proven ability to steward brand direction and elevate creative work.
 - Strength in translating insights into strong briefs and narratives.
 - Digital depth: CRM, donor/customer journeys, analytics, segmentation, search.
 - Comfort working hands-on within a small, collaborative team
 - Strong communication, presentation and stakeholder-management skills.
-

Part-Time Contract

- This is a one-year, part-time contract position, 24 hrs/week (0.6 FTE) with the opportunity for permanent renewal following an annual review.
 - Hybrid work environment with preference for majority of hours worked in office.
 - Reports to Vice President.
-

How to Apply

Please note the deadline for application is **June 12, 2026**. To explore this career opportunity, please forward your resume via email to Delia Jamieson, Executive Assistant, Delia.Jamieson@vch.ca.