



COMMUNICATIONS MANAGER, PERMANENT FULL-TIME

ABOUT LGH FOUNDATION

Lions Gate Hospital Foundation is the fundraising arm of Lions Gate Hospital in North Vancouver. Over the past 10 years the Foundation has raised more than \$220 million to accelerate patient care at health care facilities across the North Shore. We are a busy and dynamic team that works closely to raise the funds needed to improve and save the lives of patients and support the work of our dedicated medical professionals caring for them.

You can learn more about what we do at: lghfoundation.com

THE OPPORTUNITY

We are seeking a multi-talented communications professional who is responsible for creating, implementing and overseeing the Foundation's internal and external communications programs. The ideal candidate is a strategic and creative storyteller who understands how compelling communications and creativity work together to build brands and inspire engagement.

An exemplary writer and proactive collaborator, this individual will bring fresh ideas and a high level of initiative to every project.

This meaningful role requires planning, coordination and all-round communications capability. The successful candidate will use their multiple skills to create campaigns, support events, develop collateral and work alongside the Vice President, and the Director of Marketing to continually improve the quality, consistency and impact of the Foundation's communications.

RESPONSIBILITIES:

- Create and implement integrated internal and external communication plans for every campaign.
- Editorial planning, editing and proof-reading.
- Prepare written content for newsletters, direct mail packages, digital marketing, donor letters, brochures, event programs, print, online and OOH advertising, plus other communications collateral.
- Initiate and research story ideas for print and online media

- Write speeches and program scripts for events.
- Run the email marketing program.
- Oversee content for the website and social channels.
- Support the development of compelling cases for support.
- Work with the Director of Marketing to ensure consistency in branding and messaging.
- Media relations including the identification of opportunities for earned media, the preparation and distribution of media releases and advisories, scheduling interviews, supporting staff with messaging and interview prep.
- Responsible for commissioning external contributors including designers, photographers, illustrators and writers.
- Manages one direct report.

ESSENTIAL SKILLS:

- Exceptional written communication skills with the ability to translate complex information into clear, engaging, audience-focused language.
- An experienced interviewer who can talk to senior clinical staff, donors and patients with tact, sensitivity and diplomacy in all circumstances.
- Basic design and photography skills.
- Experience with video filming and editing skills for social media content.
- Demonstrated ability to perform under pressure and to prioritize, plan, execute and meet deadlines.
- Ability to collaborate as a team member and work effectively independently.
- Demonstrated experience of strategic creative thinking.
- Use of analytics to inform strategy and content.
- Able to exercise judgment in strategizing and recommending appropriate course of action.

MINIMUM QUALIFICATIONS:

- College or University certification in public relations, communications, journalism or marketing, plus a minimum of 5 years' experience in a fundraising environment.
- Solid knowledge of social media, web and email marketing platforms.
- Experience of CRM software.
- Proven experience in a communications, public relations or marketing role, ideally in a non-profit environment.

SUPERVISION RECEIVED:

Reports to the Vice President and works under the direction of the Director of Marketing.

EMPLOYEE PACKAGE:

Hybrid work plan. Benefits include extended health care, 20 days vacation, contributory pension scheme.

How to Apply:

If you are inspired by this opportunity to make a positive impact, please forward your resume and cover letter in one document to: delia.jamieson@vch.ca.

Please ensure that your resume documents the relevant qualifications and experience that match the requirements of the position.

Application Deadline: 12 Noon, Thursday, September 24.