



JOB DESCRIPTION

Director, Marketing and Communications (Permanent, Full-time) St. Joseph's Healthcare Foundation

St. Joseph's Healthcare Foundation is seeking an energetic and accomplished Director of Marketing and Communications to join the Team.

Core Function

The Director of Marketing and Communications plays an integral role in ensuring the development and implementation of a comprehensive marketing and communications strategy designed to maximize the Foundation's fundraising success and public profile.

Possessing excellent written and verbal communication skills and extensive knowledge of critical success factors for fundraising, the Director will be able to handle multiple projects and build strong relationships with fellow team members, Hospital leaders, community and System partners and donors.

As a member of the Executive Team, the Director will be an experienced leader and strategic thinker, a creative self-starter, with strong organizational and project management skills.

Responsibilities

Reporting to the Foundation President and CEO, the Director of Marketing and Communications is responsible for managing:

- the Foundation's public profile, presence and reputation through a comprehensive marketing and communications strategy designed to maximize fundraising success. This includes external communications, internal communications, media relations, marketing/promotions and community relations.
- the integration of the Foundation's marketing and communications plan with the Hospital's PR plans to ensure a comprehensive, integrated and effective strategy for Foundation/Hospital Communications.
- the development of strategies to grow and enhance the Foundation's profile in the digital space.
- Marketing and communications support related to the Foundation's and the Foundation CEO's expanded role within the SJHS.

Specific responsibilities include but are not limited to the following:

Communications

- Serve as the Foundation President's key advisor on communications issues, including media relations, crisis management, as well as new trends in the charitable sector and public relations.
- Develop and implement a comprehensive communications plan to achieve the Foundation's fundraising objectives and broader public awareness goals.
- Work closely with the Annual Fund, Special Events and Community Partnerships, and Development teams to provide strategic advice on communications and help implement plans to support their communications goals as well as overall Foundation goals.
- Implement plans to strategically incorporate and integrate Communications into Major Gifts, Gift Planning, Annual Fund and Special Events.
- Establish and evaluate the departmental strategic plan, including metrics to evaluate success and cost effectiveness.
- Work with the Director, Database, Donor Services and Annual Giving to ensure that the Foundation website is functional, user friendly, and is used effectively and to maximum advantage as both a communications and fundraising tool.
- Integrate Foundation media relations with Hospital's Media Relations function, ensuring appropriate linkages with media and fostering productive relationships.
- Maintain and ensure consistent branding, image and communications strategies and policies.

Marketing:

- Research, identify and create a marketing strategy for the Foundation to increase brand awareness and profile on the Hospital campuses and in the community and in particular, among patients, donors and prospective donors, partners and sponsors. This will include the creation of a new grateful patient branding initiative.
- Strategically implement an optimal mix of marketing tactics to meet our goals.
- Oversee the production of all Foundation communications materials, including the Foundation e-newsletters, Donor Impact Reports, brochures and marketing materials, as well speech-writing.
- Develop, and oversee electronic and print material production and distribution, advertising and media sponsorship opportunities.
- Create, evaluate and oversee the implementation of social media vehicles and strategies where appropriate to support Foundation events and objectives.
- Develop metrics to measure effectiveness and efficiency of our marketing strategy.
- Keep apprised of the latest trends in innovative and unique marketing strategies.

Education/Experience/Skills Required:

- Relevant bachelor's or master's degree, preferably in communications, marketing or public relations
- Minimum five years' of relevant experience at a senior level in foundation, fundraising or healthcare communications
- Track record of success in producing high-quality publications and deliverables (i.e. newsletters, donor impact reports, e-communications)
- Exceptional organizational skills
- Strong staff management skills
- Excellent writing/editing skills
- Strong strategic thinking
- Creativity with a strong understanding of visual identity/graphic design
- Ability to work collaboratively with various partners across the System
- Ability to adhere to stringent production deadlines
- Relevant experience in digital and direct marketing concepts and methods
- Proficiency in social media emerging trends and strategies

Salary and Benefits

This is a permanent, full-time position and will require some evening and weekend work. Salary will be commensurate with skills and experience. An excellent benefit package is included and a healthy and respectful workplace.

Application Deadline:

Wednesday, June 26, 2019

Application Procedure:

Please send resume and cover letter by email to:

hr@stjoesfoundation.ca with the heading: Director, Marketing and Communications

Thank you for your interest in working with St. Joseph's Healthcare Foundation; only those selected for an interview will be contacted.

About St. Joseph's Healthcare Foundation:

St. Joseph's Healthcare Foundation works with the community to secure donations that help our Hospital to purchase life-saving equipment, to fund healthcare research and facility renewal, and to comfort and care for the patients we've been honoured to serve since 1890. Every gift to St. Joe's supports hope, healing and discovery at our Hospital.