



**We're looking for a
MANAGER, STRATEGIC COMMUNICATIONS
(20-month Maternity Leave Contract starting January 6, 2025)
Salary Range \$60,000-\$80,000**

We are...

- A dynamic fundraising organization committed to raising funds and awareness to enhance health and wellness in our community.
- A passionate team of staff and volunteers that have worked together to raise more than \$250 million in the 36-year history of the Foundation.
- An organization that is preparing for our next stage of growth and the launch of our next campaign project.

The Manager, Strategic Communications...

- This position will be ideal for someone with high energy, a flexible schedule, and the ability to juggle a variety of tasks and deadlines and not break a sweat.
- We are a small but mighty team, and this position is ideal to grow your communications career.
- If you are a communications strategist with excellent writing skills and a passion for digital media and marketing, we want to hear from you!

*Applicants should send a resume and cover letter by **November 22, 2024**, via email to Hiring Manager at hr@pahfoundation.ca. We thank all applicants for their interest, however only those being interviewed will be contacted.*

Diversity is a core value at Peace Arch Hospital Foundation, and we are committed to building and sustaining an inclusive and equitable working environment for all staff. Should you require accommodation, please contact us.

We respectfully acknowledge the history, language, and culture of the Semiahmoo First Nation whose unceded and traditional homeland we conduct our work on.



Job Profile

MANAGER, STRATEGIC COMMUNICATIONS

Summary of Role:

- Responsible for designing and implementing an annual communications strategy to align with the Foundation's public image and goals, including (but not limited to) social media, website development, campaign communications, fundraising stewardship, and more.
- Responsible for Campaign Communications including Case for Support for Capital Campaigns, proposals, and other fundraising pieces
- Works alongside Director, Public Relations on all communications strategies (including print, digital, and podcast elements).
- Works with the Director, Philanthropy and philanthropy team to provide communications support as needed on a variety of projects and initiatives
- Collaborates on a variety of projects with all foundation departments to achieve foundation's strategic goals.
- Ensures a very high standard of customer service.

Reports to:

- Director, Public Relations

Direct Reports:

- Marketing & Communications Coordinator
- Asian Community Marketing Contractor

RESPONSIBILITIES

Digital Media:

- Develops and executes Foundation's social media strategy that communicates the Foundation's brand in a positive and authentic way to attract connected users and encourages the community to participate.
- Manages the Marketing & Communications Coordinator who creates, curates and shares daily content (original text, images, video or HTML) that creates and leverages opportunities for engagement in the community
- Works collaboratively to maintain strong alignment between the communications, administration and the foundation's fundraising programs
- Conducts marketing research and tracks and measures Foundation's social media marketing activities



- Participates in marketing initiatives and supports the delivery of campaigns as needed (print and digital)
- Sets up and optimizes the Foundation's presence within each social media platform to attract and interact with targeted virtual communities
- Moderates all user-generated content and responds to posted feedback and refers to supervisor or other managers for direction when appropriate
- Monitors social media trends in tools, applications and content, and appropriately applies that knowledge to Foundation's social media strategy and design
- Suggests new ways to attract prospective donors, like promotions, competitions, feature stories, etc.
- Implements the foundation's day-to-day digital communications plan, including, but not limited to:
 - Developing an optimal posting schedule, considering web traffic and customer engagement metrics
 - Website updates and redevelopment
 - Coordinating video productions
 - Liaising with vendors on all digital related items
- Works with the Director, Public Relations in the planning and implementation of Peace Arch Hospital Foundation's *Power to Heal* Podcast.

Marketing/Communications:

- Works with the Director, Public Relations in the planning and implementation of publicity and promotions for Foundation programs, services and events
- Prepares, drafts, proofs and/or edits content for Foundation material, including brochures, articles, newsletters, press releases, speeches or other writing projects as assigned. Ensures communication guidelines are followed, including the principles of clear language
- Prepares and distributes electronic communications, including emails and/or newsletters, impact reports as a follow up to direct mail or donor campaigns
- Assists Director, Public Relations on the writing and editing of Thrive Magazine.
- Active member of the Healthy Communities Steering Committee and/or Move for Life Project committee. Leads press release strategy for Healthy Communities/M4L initiatives.
- Assists with Foundation special event programming as required.
- Collects and reports monthly statistics; prepares statistical reports as required.
- Assists with Crisis Communications Plans + Strategies.
- Assists with the Direct Mail program when required (i.e. writing, brand strategy).

Fundraising:

- Manages website updates/integration, e-newsletters, social media outreach, digital media, tracking, and more.



- Leads the writing, development, and updating of major campaign materials, including any Case for Support, brochures, hospital signage, etc.
- Conducts interviews with grateful patients, donors, physicians, and other medical staff as required.
- Assists with cheque presentations and other stewardship activities.
- Lead on annual Donor Impact Report and other stewardship-related materials.

EDUCATION AND EXPERIENCE

- An undergraduate degree or diploma in new media, writing, communications, marketing, journalism, or equivalent combination of education and experience
- Experience in social media marketing, website development, and e-marketing.
- 5+ years of experience in the digital communications and marketing field; not-for-profit experience considered an asset.
- 5+ years writing and editing experience.

KNOWLEDGE, SKILLS, AND ABILITIES

- Superior understanding of applied communication principles and practices
- Excellent written communication and an eye for design.
- Strong ability to think strategically, critically, and creatively.
- In depth knowledge of SEO, keyword research and Google Analytics
- Ability to deliver creative content (text, image, and video)
- Strong ability to grasp future trends in digital technologies and act proactively.
- Strong command of the English language, including superior editing and proofreading skills and ability to write well and persuasively.
- Strong knowledge of design, composition, and production
- Demonstrated skills in photography, a plus.
- Exceptional interpersonal skills including good judgment, diplomacy, sensitivity, and tact.
- Demonstrated innovation, initiative, and follow through.
- Can-do attitude with flexibility to work weekends and evenings as required.
- Exceptional time management and multitasking skills
- Ability to collaborate and work effectively as part of a team.
- Strong computer skills with proficiency with Microsoft Office Suite
- In depth knowledge of social media environment and website platforms
- Ability to manage multiple projects, deadlines, and priorities.
- Results and solutions oriented.
- Strong attention to detail.
- Flexibility and adaptability.