



Job description – Communications Officer

Full-time position

Position summary

Reporting to the Communications Manager, the Communications Officer will support the implementation of the marketing and communications strategy, and support the Foundation's brand, values, and overall image.

Primary responsibilities

- Help the Foundation maintain its brand image and reputation
- Help ensure the Foundation carries out a consistent image and voice identified in the Foundation's communications guidelines
- Maintain a high level of engagement on multiple social media accounts, as well as create and post content
- Gather and produce content for use online and in printed material, including but not limited to interviewing kids, youth, and families with health challenges as well as health care practitioners and donors
- Maintain the Foundation's website to ensure a great user experience and strong SEO
- Support the Communications Manager in developing, designing, and updating collateral material
- Support the Communications Manager with public relations as needed
- Build and monitor paid online advertising campaigns
- Support the Communications Manager in building and tracking paid print advertising campaigns
- Track and report on key metrics and ROI of marketing and communications initiatives
- Help plan and carry out Foundation events as needed
- Work collaboratively with the Foundation's key departments including fund development and community investment

Key competencies

- Strong attention to detail
- Proficiency in social media (Facebook for business, Instagram for business, Twitter, LinkedIn, YouTube)
- Ability to write concise and engaging content for web, social media, print, and promotional purposes with strong spelling and grammar
- Familiarity with Wordpress
- Graphic design and experience with Adobe Suite and Canva an asset
- Ability to thrive under pressure in a fast paced and dynamic environment
- Flexible work schedule - some evening and weekend work required
- Sensitive, diplomatic, and professional demeanor
- Ability to engage with children, youth, and their families living with health challenges
- Access to a personal vehicle and a valid driver's license
- Ability to work from the Foundation's Greater Victoria office

Qualifications and experience

- Minimum two years of related experience
- Post-secondary education in marketing or communications

To apply

Please forward your cover letter and résumé to Coralie McLean, Communications Manager, at coralie.mclean@islandkidsfirst.com. The application deadline is Friday February 8, 2019. We thank all applicants for their interest however only those shortlisted will be contacted. To learn more about Children's Health Foundation of Vancouver Island, please visit us at www.islandkidsfirst.com.