



Job description

Communications and Content Marketing Officer

Working Relationships

Reports to: Director of Marketing and Communications

Board committee(s): N/A

Collaborates with: Communications, Fund Development, and Community Investment teams

Position summary

The Communications and Content Marketing Officer supports the implementation of Children's Health Foundation of Vancouver Island's marketing and communications strategy through developing written content, creating collateral material and advertisements, supporting public relations activities, maintaining the Foundation's brand image, and carrying out other responsibilities as required.

Primary responsibilities

- Maintain the Foundation's brand image, voice, and reputation as identified in the communications guidelines
- Compose impactful stories of families, service providers, donors, and other stakeholders
- Develop additional written content including content for collateral material as well as both internal and external communications
- Design communications and marketing material for the Foundation including printed collateral and advertisements
- Maintain relationships with and work in collaboration with contractors as needed
- Execute and oversee the Foundation's print media strategy
- Work with the Foundation's archivist(s) to build the story database of the Foundation's legacy
- Collaborate with the Digital Marketing Officer to create content for web, social media, paid online ads, the e-newsletter, and to support with social media management as needed
- Support the Director of Marketing and Communications with public relations including monitoring public relations activity and the Foundation's brand presence
- Track and report on key metrics and ROI of communications initiatives
- Support the planning and execution of Foundation events as needed
- Work collaboratively within the marketing and communications team and with the fund development and community investment departments

Core competencies

- Communication (*Clear verbal & written communication/Effective listening*)
- Interpersonal skills (*Social sensitivity/Approachability/Building and maintaining relationships*)
- Teamwork (*Sharing information freely/Asking for help/Flexibility to pitch in*)
- Open-mindedness (*Open to others' ways of approaching situations/Works with shared agendas*)
- Accountability (*Follows through on responsibilities and commitments/Reliable and dependent*)
- Confidentiality (*Maintains details appropriately/Shares sensitive information with appropriate parties*)
- Creative thinking (*Sees opportunities for new ways of working/Brings a fresh perspective and identifies unorthodox approaches to situations*)
- Daring (*Comfortable taking risks and trying new things/Being a self-starter and initiating activities/Challenges the status quo*)

Required skills and experience

- Minimum two years of related experience in content marketing
- A high level of organizational ability, attention to detail, and ability to manage tight timelines
- Ability to write concise and engaging content with excellent spelling and grammar
- Ability to oversee and monitor brand image from a holistic view
- Graphic design experience with Adobe Suite and a great eye for design
- Ability to thrive under pressure in a fast paced and dynamic environment
- Ability to engage with children, youth, and their families living with health challenges
- Proficiency in social media and other digital marketing mediums

Qualifications and education

- Post-secondary education, preferably in marketing or communications

Working conditions

- Full-time position with a 7.5 hour work day/37.5 hour work week Monday to Friday
- 1-year contract position
- Evening and weekend work required at times for events and other activities
- Valid Class 5 driver's license and access to a vehicle required for occasional meetings, events, and presentations across Vancouver Island and surrounding islands
- The successful candidate will be required to work from the Foundation's head office in Colwood

To apply

Please forward your cover letter and résumé to Coralie Stern, Director of Marketing and Communications, at coralie.stern@islandkidsfirst.com. The application deadline is Tuesday October 1, 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.