



Job Posting - Marketing & Communications Manager (Victoria, BC)

ABOUT US

Children's Health Foundation of Vancouver Island (CHFVI) has invested in the health of Island kids for 97 years. Our mission is to ensure all Island families have access to the health care they need, when and where they need it the most. Thanks to the generosity of our donors, we play an active role in addressing the lack of equitable access to health services and supports for children, youth, and families on Vancouver Island and surrounding islands.

The Foundation does this work by reducing financial barriers, increasing navigation supports, and providing culturally safe and supportive "homes away from home" in an effort to decrease health inequities that disproportionately impact rural and remote regions, children with chronic and complex needs, indigenous families, and low-income families. We know kids may only be 21% of our Island's population, but they are 100% of our future. Help us invest in this future and join us as champions for the health of every Island family.

WHY WORK HERE?

We are a tight-knit team dedicated to making a difference while having fun. As we continue to grow and expand our programs and services, we are looking for talented and passionate individuals to join our team and help us achieve our mission. The work you do with the Foundation will have a direct and positive impact on children and families in your community. The Foundation believes in providing its employees with a respectful and inspiring workplace and offers competitive salaries, comprehensive extended health and dental benefits, and a pension program. You can be a part of a caring and compassionate team working together to support Island families.

Children's Health Foundation's core competencies are communication, interpersonal skills, teamwork, open-mindedness, accountability, confidentiality, creative thinking, and daring.

POSITION SUMMARY

The Marketing and Communications Manager is our keystone role focused on sharing our story, increasing our brand awareness, and showcasing how we're transforming the lives of children, youth, and families on Vancouver Island. With one hand steering the execution of our day-to-day marketing lifecycle, and one eye on the horizon strategizing our next marketing opportunity, this position will be instrumental in supporting CHFVI's long-term growth. To be effective in their role, the Marketing and Communications Manager will be nimble and flexible when it comes to shifting priorities or changing business needs, and they will maintain a positive, solution-oriented attitude when considering innovative ideas and in the face of challenges. Working collaboratively with our Fund Development, Family Programs and Impact, and Finance & Operations teams while also overseeing a team of two marketing team members, this role will seamlessly blend marketing and business strategy into a clear, growth-focused roadmap aimed at expanding our donor base and owning the market share.

Our ideal candidate is an effective communicator with a knack for building compelling marketing campaigns that demand audience engagement. An autonomous team player who values collaboration, the Marketing and Communications Manager will have proven experience weaving together technical concepts with the human elements of marketing to cultivate accessible information-sharing with audiences using a variety of mediums. An all-round marketing pro, our Marketing and Communications Manager should be well-versed in

performance marketing, partnership marketing, audience development, content production, paid media and social media strategy. This role has a clear runway to leading immediate, meaningful, and impactful work that will help launch us into the next chapter of our story. We can't wait to have you join our team.

This is a full-time, permanent position with evening and weekend work required at times for special events and presentations. Valid Class 5 Driver's licence and access to a vehicle are required.

RESPONSIBILITIES

- Manage the visual identity for CHFVI, ensuring consistency in all public-facing collateral.
- Develop and execute strategic marketing and communications plans, including integrated print and digital advertising campaigns and various touch points for media relations, to achieve KPIs.
- Capture and write interviews with staff, families, donors and supporters. Develop news releases, speaking notes, advertorials, and presentations as needed.
- Provide ongoing leadership, direction, and feedback to the marketing and communications team. Manage the communications team's professional development plans and performance reviews.
- Manage the CHFVI's website, ensuring content quality, SEO optimization and user experience.
- Stay up-to-date on Marketing trends with an eye for opportunities specific to non-profits.
- Collaborate with internal team members/design contractors, as appropriate, to design and create internal and external materials, both digital and print.
- Engage, develop, and assist in building and maintaining professional relationships with interviewees, including families, donors, staff, service providers, suppliers, and contractors.
- Support the Digital Marketing Officer's duties, including social media, the development and implementation of digital and email marketing campaigns, newsletter creation and website maintenance, including reporting monthly and quarterly on metrics and key insights.
- Inspire and create opportunities for team members and board directors to be champions of the Foundation's brand and initiatives.
- Develop and manage the marketing and communications budget.
- Lead the planning of the Foundation's Annual General Meeting event in September.
- Assist with special projects and event planning as requested to ensure the Foundation operates effectively and meets donor, volunteer, staff, family, partnering agency, and public requirements.

QUALIFICATIONS

- Demonstrated experience overseeing the development and execution of marketing and communications plans.
- Strong attention to detail with an ability to manage brand identity from a holistic view.
- Project management experience with the ability to have high-level oversight of multiple projects simultaneously.
- Strong organizational and time management skills. Ability to deal with change and pivot quickly.
- Previous management experience with leading and developing team members.
- Direct experience creating marketing and communication materials and leading a team in the development of this material.
- Knowledge of current digital trends, web design standards, and email marketing trends.
- Proficiency in Microsoft Office Suite of programs; experience with Adobe Creative Suite.
- Bachelor's degree or equivalent with a focus on marketing, communications, journalism, public relations or a related discipline and 3-5 years of related experience.
- Previous experience with a not-for-profit or charitable organization is an asset.

COMPENSATION PACKAGE

- Base salary range: \$78,208.00-\$97,760.00

- Additional benefits: 4 weeks vacation, Municipal Pension Plan, Comprehensive Extended Health and Dental, Long Term Disability, Life Insurance, and Accidental Death & Dismemberment, Professional Development support, company phone

Children's Health Foundation of Vancouver Island is committed to upholding the values of equity, diversity, and inclusion and strongly encourages application from people from marginalized communities, including BIPOC, LGBTQ2s+ folks, and people with disabilities.

To apply, please send your resume and cover letter to careers@reimaginevancouver.ca with the subject line 'CHFVI - Marketing and Communications Manager.' We thank all applicants for their interest; however, only those candidates selected for interviews will be contacted.