
VGH & UBC Hospital Foundation is Vancouver Coastal Health's primary philanthropic partner, raising funds for specialized adult health services and research for all British Columbians. We partner with donors to drive innovation and sustainable health care at VGH & UBC Hospital, GF Strong Rehab Centre, Vancouver Coastal Health Research Institute and Vancouver Community Health Services. Further information about the Foundation is available at www.vghfoundation.ca.

Position Summary

Due to a long-term medical leave in the Department, we are seeking an Associate Director, Marketing & Communications for a period of 8-12 months. The Associate Director, Marketing & Communications cultivates and drives engagement in the Foundation donor community, the broader VCH community and the public. They contribute to overall messaging and marketing efforts to both existing and prospective donors, continually creating a fresh, compelling and brand-conscious case for support of the Foundation's priorities. The Associate Director has a solid and current understanding of marketing fundamentals and their application within a fundraising environment. This position will suit an experienced communications professional who is a natural problem solver, action-oriented and has highly developed interpersonal skills.

Responsibilities

Organizational Marketing

- Support and increase the Foundation's donor base, including identifying and managing the Foundation's key messages, channels, and tactics for reaching stakeholders.
- Provides marketing and communications advice and support to the Events and Donor Relations teams for signature, donor cultivation/stewardship and independent community events.
- Ensures consistent and integrated branding and messaging is delivered through all channels including print, online, direct marketing, public relations and collateral material
- Develops and maintains knowledge of industry best-practices and standards in marketing in the not-for-profit sector.

Management and Administration

- Manages and mentors the Marketing & Communication team.
- Liaises with various communications teams across VCH, VCHRI, and partner organizations.
- Seeks out, develops and leverages strong relationships with suppliers and manages the use of external resources as they pertain to the marketing and communications function (video producers, printers, etc.)

Performs other related duties as assigned. Such duties do not normally change the level of the job.

Working Relationships

Internal

- Reports to Vice President, Marketing & Communications
- Supervises a staff of five FTEs
- Collaborates with other Foundation staff to coordinate marketing communications and fundraising initiatives.

External

- Consultants and suppliers including advertising agencies, public relations agencies, printers, photographers and other suppliers
- Hospital leadership, physicians and healthcare professionals
- Foundation Board Members and volunteers
- Donors, community partners and sponsors

Performs other related duties as assigned. Such duties do not normally change the level of the job.

Education & Experience

Qualifications and Experience:

- Bachelor degree or equivalent and a minimum of eight years' experience in marketing and communications.
- Demonstrated ability to define marketing and strategic communications goals and objectives for multiple target audiences, and to develop and implement strategic communications plans to accomplish goals.
- Experience producing marketing communications plans and materials for fundraising and stewardship purposes.
- Excellent writing and editing skills; strong attention to detail.
- Demonstrated leadership experience, particularly with cross-departmental teams — ability to work with people at all levels of the Foundation.
- Experience and demonstrated success of writing press releases

Business Skills and Qualities:

- Self-starter capable of managing, successfully prioritizing and executing multiple concurrent tasks, while meeting tight deadlines in a fast-paced environment.
- Highly developed interpersonal and relationship skills and proven ability to exercise a high degree of diplomacy and discretion.
- Effective persuasion and negotiation skills and critical thinking and complex problem solving ability.
- Strong project management and performance measurement skills. Proven ability to manage timelines, contracts and supplier relationships to deliver results on time and within budget.
- Demonstrated leadership and coaching skills, including setting and evaluating performance, identifying learning and development opportunities.

This is a full-time, temporary contract (8-12 months) with competitive salary and benefits. Start date: Immediate.

TO APPLY

If you possess the qualifications and experience indicated, please email your resume and a cover letter explaining your suitability for this role, with "Associate Director, Marketing & Communications" in the subject line, by **March 31, 2019** to:

Corina Somerville
VGH & UBC Hospital Foundation
190- 855 West 12th Avenue
Vancouver, BC V5Z 1M9

(email: hr@vghfoundation.ca)