

Who are we?

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.

The Marketing & Communications (MarComm) department positions VGH & UBC Hospital Foundation as a leading, well-respected philanthropic organization serving BC, in order to grow revenue and broaden and enhance the donor base. The department is responsible for the Foundation's brand and communications strategy which supports all fundraising streams, developing and implementing integrated marketing communications including publications, online marketing, direct marketing, advertising, and public and media relations consistent with the Foundation's brand to raise funds and meet organizational goals.

What's the opportunity?

The Marketing & Communications Specialist – Designer is the primary graphic designer for the Foundation's marketing and communications materials. With a creative eye and thorough understanding of the Foundation's target audiences and brand standards, the Designer will develop and execute designed content for a variety of channels and mediums (from online graphics to full print magazines; direct mail to event branding and much more!) to support the organization's brand awareness and fundraising objectives.

As a key member of the MarComm team, you will bring a creative eye and problem-solving attitude to a collaborative team, participating in brainstorming, editorial meetings and other efforts, having a valuable impact on the direction of Foundation communications efforts.

You will: design marketing assets; provide art direction, design strategy, advice and support; identify photo needs and support photo shoot planning and direction; maintain the photo bank; and research, conceptualize, create and maintain unique Foundation sub-brands and associated brand standards to support campaign objectives. Your work will be highly visible across Vancouver and will have an impact on health care in BC.

What do you bring?

- Expert knowledge of visual design principles, tools and techniques, and of digital/print production processes, including file creation and pre-press preparation
- General knowledge of the concepts, theory and principles in the field of marketing and communications, and their application to a fundraising environment
- Demonstrated professional experience in design and creative development; non-profit experience an asset
- Post-secondary degree in graphic design, fine arts, marketing, communications or an equivalent combination of skills and experience
- Advanced knowledge of Adobe Creative Suite (InDesign, Photoshop, Lightroom, Illustrator); knowledge of Premiere Pro an asset
- Excellent judgement, interpersonal skills, resourcefulness, and creativity
- Ability to manage multiple, often-competing priorities in a fast-paced environment with tight timelines
- Ability to think strategically and collaborate effectively with stakeholders
- Self-starter with the ability to follow through on tasks with minimal supervision

What do we offer?

The successful person can expect a competitive yearly base salary between \$59,579 and \$68,091, depending on skills and experience. Additional variable pay, benefits, flexible working arrangements, investment in professional development and subsidized access to fitness, cycling and parking facilities all contribute to a top-notch total rewards package. Start date: **as soon as possible**.

To apply

If you possess the qualifications and experience indicated, please email your resume and cover letter in a single pdf file, with your name and "Designer" in the subject line and file name, **by midnight on 30th May, 2021** to **hr@vghfoundation.ca**

We welcome applications from Indigenous people, people with disabilities, BIPOC and racialized individuals, people of minority sexual orientation or gender identity, and others who may contribute to the Foundation's organizational diversity and who share the Foundation's values.