

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 Community Giving and Engagement (CG&E) division exists to inspire, engage, convert and retain community-level support to VGH & UBC Hospital Foundation. The fundraising and business areas that sit in CG&E are the Foundation's annual giving, fundraising events, Asian strategy, marketing and brand engagement, art program and lotteries (Millionaire and Hometown Heroes). The division's focus is achieving long-term sustainability through growing donor numbers at the \$1K+ giving level by providing an exceptional donor experience. Annual revenue target: \$11M+, Staff team: 20+

The Marketing & Brand Engagement (Marketing) 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 overall communications strategy that supports all fundraising streams. The department develops and implements 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?

Reporting to the Associate Director, Marketing & Brand Engagement, the Digital Marketing Coordinator works across the Community Giving & Engagement Division to help meet their email, website, and social media content needs. Working closely with the Digital Marketing Officer, the Coordinator uses their knowledge of digital marketing channels to actively engage with Foundation audiences through digital channels (website and social media). Key components of the role include collaboration with internal stakeholders to elicit and clarify needs, creating and posting a variety of content (text, graphics, and video) to social channels, and acting as the internal expert on our email system, Pardot. In addition, this role will be a key support for website redevelopment.

What do you bring?

- Demonstrated experience in digital marketing and/or communications and in content creation for web and social media
- Ability to carry out relevant tasks using Salesforce and Pardot – (prior experience is an asset, but training will be provided)
- Superior written and verbal communication skills, with a thoughtful, critical and creative approach to developing and responding to online content
- Basic data analysis skills relating to running and interpreting reports, and the use of measurement tools, e.g. Google Analytics
- Superior editing and proof-reading skills; organized and detail-oriented
- Good interpersonal skills, resourcefulness and creativity
- Ability to manage multiple, often-competing priorities in a fast-paced environment with tight timelines
- Post-secondary degree and/or diploma in communications, digital marketing, or an equivalent combination of knowledge, skills and experience
- Holds specialized knowledge in the field of digital marketing, together with an understanding of current best practice and emerging trends

- Holds knowledge of the principles, techniques and methods used to deliver on the Foundation's digital marketing activities
- Experience in a non-profit and/or writing about health care or scientific topics is an asset
- Experience with basic HTML, graphic design, and/or video editing is an asset

What do we offer?

This is a full time permanent position. The successful person can expect a competitive yearly base salary between \$50,572 and \$57,468, depending on skill 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], "Digital Marketing Coordinator" in the subject line and file name, **by midnight on March 19, 2023 to hr@vghfoundation.ca**

We welcome applications from anyone eligible to work in BC. We encourage 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.

As part of VGH & UBC Hospital Foundation's commitment to the health and safety of our community, including our healthcare partners and donors, the Foundation requires all employees of the Foundation to be fully vaccinated against COVID-19.