

Who We Are

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 & Brand Engagement (MBE) department positions VGH & UBC Hospital Foundation as the leading charity investing in healthcare innovation in BC. MBE is responsible for the Foundation's brand and marketing strategy which supports all fundraising streams and develops and implements integrated brand marketing campaigns 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.

About The Role

The Videographer produces high-quality video content that supports our brand and marketing strategies, enhances donor engagement, and promotes the Foundation's initiatives. Also brings our digital channels to life. Making relatable content.

Key Responsibilities

- Produces, films, and edits video content across all digital platforms, ensuring brand consistency and engaging storytelling.
- Produces multiple weekly video content pieces for social media platforms, responding quickly to trends and organizational needs.
- Supports developing the Foundation's content strategy amplifying our brand voice and executes visual content
- Manages video projects from concept to completion, including planning, shooting, editing, and final delivery.
- Creates engaging video content for employee branding, staff events, and training purposes.
- Maintains a robust content library.
- Ensures relevant Foundation key brand messages are met and adapted appropriately in all deliverables, including reviewing content from other teams and external partners.
- Leads videography processes and support development of new content opportunities as needed.
- Works collaboratively with multiple teams to make recommendations of opportunities for improving marketing and brand approaches/deliverables.
- Develops and maintains effective relationships with key stakeholders, including VCH leadership and administration, physician partners, health care professionals, hospital personnel, patients, and donors.

What You Offer

- Knowledge of the concepts, theory, and principles in the field of branding, marketing, content strategy.
- Minimum 3 years of professional videography experience.
- Proficiency in Adobe Premiere, Final Cut Pro, and other video editing software.
- Excellent and demonstrated storytelling abilities with a portfolio that demonstrates a wide range of video production skills.
- Strong organizational skills and the ability to manage multiple projects simultaneously.

- A proactive team player with excellent interpersonal and communication skills.
- Superior creativity with a flair for holistic storytelling across all platforms.
- Ability to think strategically and collaborate effectively with stakeholders.

What We Offer

This is a full-time permanent position. The successful candidate can expect a starting salary between **\$70,321** and **\$79,910**, depending on factors such as skills, experience, and internal equity. Once hired, salary is reviewed annually and successful employees have the opportunity for their salary to increase over time up to the maximum of the pay band, currently **\$90,298**.

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.

To Apply

Please submit your application to our recruitment partner, Ellie Stojanovski of The Tandem Team, at ellie@thetandemteamrecruitment.com by 3rd of July 2024.

We welcome applications from anyone who is eligible to work in BC and fully vaccinated against COVID-19. 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.