

### 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](http://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 Copywriter & Content Lead is a narrative-savvy professional who excels in storytelling and is adept at both high-level strategy and ground-level execution.

### Key Responsibilities

- Develops and executes a cohesive content strategy that aligns with the Foundation's goals and amplifies our brand voice
- Writes, edits, and oversees the production of compelling and creative content across various formats including digital, print, and video
- Manages content schedules and ensure all deliverables meet the highest standards of quality and efficacy
- Provides copywriting direction, strategy and support to Foundation staff, vendors, volunteers, and community fundraising partners to ensure consistent application of key messages across all channels
- Develops media releases/statements, maintain media lists, and draft proposals of ideas for articles and news segments, and the screening of media inquiries
- Maintains a library of patient/partner stories, ensuring a diverse range of topics and participants
- Lead editorial 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
- Collaborates with Foundation teams to craft narrative-driven content that enhances donor engagement and supports fundraising initiatives
- 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

- Strong knowledge of the concepts, theory, and principles in the field of branding, marketing, content strategy and creative writing
- Demonstrated professional experience in creative writing and content creation
- Post-secondary degree and/or diploma in marketing, writing or similar
- Superior written and verbal communication skills, with a flair for holistic storytelling across all platforms
- Superior editing and proof-reading skills; organized and detail-oriented
- 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 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](mailto: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.