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### Who We Are

VGH & UBC Hospital Foundation is Vancouver Coastal Health's primary philanthropic partner, raising funds for specialized adult healthcare services and research for all people living in British Columbia. VGH & UBC Hospital Foundation is the leading charity investing in healthcare innovation in British Columbia and partners with donors to raise essential funds for Vancouver Coastal Health, supporting VGH, UBC Hospital, GF Strong Rehab Centre, Vancouver Coastal Health Research Institute, and Community Health Services.

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. This is a team that believes in brand voice and creative bravery, and the power of a great line.

### About This Role

We're looking for a driven and creative Marketing Manager to take the lead on bold, high-impact campaigns that raise awareness, spark generosity, and inspire action. This role requires initiative, cross-functional coordination, and strong project management skills.

You'll own the execution of a portfolio of the Foundation's campaigns collaborating across content, creative, digital, and philanthropy teams to deliver integrated campaigns that resonate.

You'll be joining MBE, our in-house creative and strategic engine, where we challenge convention, push creative boundaries, and bring bold ideas to life in service of our mission: to create healthier lives for everyone in BC.

As the leading charity investing in health care innovation in BC, our work directly impacts patients, health care teams, and communities across the province. If you thrive in fast-paced environments, love getting creative with execution, and want your work to matter — this role is for you.

### Key Responsibilities

- Lead the development and execution of integrated campaigns across channels
- Manage workback schedules, stakeholder coordination, and internal reviews
- Run the day-to-day — you'll own your projects, keep the trains on time, and ensure nothing falls through the cracks
- Partner with content, design, philanthropy, and external vendors (for example PR)
- Act as the central campaign contact, ensuring alignment and flow between all moving parts and stakeholders
- Monitor campaign performance and create post-campaign summaries
- Recommend improvements based on results, insights, and evolving best practices
- Coordinate quotes, vendors, and approvals and production (e.g. print, merchandise, signage)

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- Proactively manage any risk relating to project scheduling and delivery, determining and implementing remedial action to ensure possible delays do not adversely impact the Foundation's reputation, project costs or other teams' work
  - Adapt policies / approaches / processes to unique circumstances as required, ensuring appropriate approval and communication with stakeholders
  - Work collaboratively with multiple teams to make recommendations of opportunities for improving marketing and branding approaches and deliverables
  - Track campaign spends and handle budget reconciliations
  - Coordinate internal reviews and support final asset delivery

#### What You Offer

- Strong knowledge of marketing and branding trends and best practices
- Excellent knowledge of project management principles and implementation
- General knowledge of the concepts, theory and principles in the field of marketing and communications
- Proven success managing multi-channel campaigns (digital, OOH, email, social, print, PR, etc.)
- Proficiency with Airtable or similar project tools
- Strong communication, collaboration, and organizational skills
- A proactive mindset and the confidence to lead campaigns independently
- Enthusiastic about building bold campaigns that make a real difference

#### What We Offer

The successful candidate can expect a starting salary between **\$87,631** and **\$99,581**, 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 **\$112,527**.

Additional variable pay (merit/bonus), defined benefit pension plan, extended health and dental benefits for you and your partner/children, flexible working arrangements, four weeks' paid vacation, investment in professional development and subsidized access to transit, fitness, cycling and parking facilities all contribute to a top-notch total rewards package.

#### To Apply

Please send your application to Human Resources via email at [careers@vghfoundation.ca](mailto:careers@vghfoundation.ca) by **Sunday August 17, 2025**.

*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.*