
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 copywriter who can turn strategy into story — someone who can distill complexity into clarity, craft compelling narratives, and create copy that connects.

In this role, you’ll help bring campaigns to life across formats: digital ads, website, email newsletters, donor pieces, out-of-home, print, radio, and more. You’ll partner closely with content, creative, and marketing leads to make sure our voice is consistent, our messages are clear and bold, and our impact is real.

You’ll be part of MBE — our in-house agency driving the Foundation’s brand. We believe in bold ideas, fast execution, and content that makes people feel something. Most importantly, you’ll be writing for good — because your words will help create healthier lives for everyone in BC.

Key Responsibilities

- Write copy for ads, email newsletters, print, social, scripts, speaking notes, donor materials, video scripts, web, and more
- Help shape campaign messaging and ensure tone-of-voice consistency
- Collaborate on creative concepts with design and marketing
- Ensure messaging is always aligned with the Foundation’s brand and strategic goals
- Translate complex medical or donor impact stories into emotionally resonant copy
- Support internal brand collateral, one-off comms, and campaign storytelling needs
- Contributes to development of Marketing & Brand Engagement departmental work plan and budget
- Review and refine copy to align with our bold, human, confident tone
- Refine and develop style guides, tone of voice, and other key brand materials
- Occasionally acts as a project lead, enhancing the work of the team or across the organization



Copywriter

VGH & UBC Hospital Foundation
Full Time – Permanent

What You Offer

- Writing experience in a fast-paced, creative environment (agency experience a plus)
- A strong, versatile portfolio that showcases your storytelling range
- You're a master of headlines, structure, and clarity
- You take feedback well, adapt quickly, and love a good deadline
- Familiarity with Airtable or similar project tools

What We Offer

The successful candidate can expect a starting salary between **\$72,430** and **\$82,307**, 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 **\$93,007**.

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 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.