

VGH+ Digital Marketing & Fundraising Manager

JOB POSTING



VGH + You

The leading charity investing in health care innovation in BC

**VGH+
UBC** hospital
foundation

As Vancouver Coastal Health's primary philanthropic partner, VGH & UBC Hospital Foundation raises essential funds for VGH, UBC Hospital, Vancouver Coastal Health Research Institute, G.F. Strong Rehabilitation Centre and Vancouver Community Health Services. Donations fund groundbreaking research, world-class health care teams and life-saving treatments for the most complex cases across the province.

VISION

Healthier lives for healthier communities in BC.

MISSION

We create and inspire a community of donors to catalyze health care innovation in BC.

VALUES

Bold

We embrace courage, creativity and forward-thinking, and are catalysts for breakthroughs, positive change and innovation.

Integrity

We are steadfast in our commitment to honesty, trust, maximum impact and stewardship, and operate with purpose and transparency.

Community

We are committed to people and communities, fostering relationships, collaboration and partnerships.

OUR BENEFICIARIES

+Vancouver General Hospital +UBC Hospital +Vancouver Coastal Health Research Institute
+G.F. Strong Rehabilitation Centre +Vancouver Community Health Services

WHY VGH & UBC HOSPITAL FOUNDATION?



+FLEXIBLE WORKING HOURS

Enjoy flexible start and finish times, and compressed summer schedules.



+GENEROUS LEAVE

Benefit from 4 weeks of vacation, 5 personal leave days, and a '9-day fortnight' program.

+PENSION PLAN

Enroll in the Municipal Pension Plan for long-term financial security.



+COMPREHENSIVE BENEFITS

Access health, dental, and extended health benefits, life insurance + more.



+INCLUSIVE CULTURE

Join a diverse and inclusive workplace committed to equity and continuous improvement.



+DEVELOPMENT OPPORTUNITIES

Grow your career with our promotion from within policy and learning resources.





Digital Marketing & Fundraising Manager

The Role

The Digital Marketing & Fundraising Manager is a strategic, shared role designed to bridge VGH & UBC Hospital Foundation's Annual Giving (AG) and Marketing & Brand Engagement (MBE) teams — ensuring strong alignment between digital fundraising objectives, digital marketing strategy, and brand excellence.

Reporting jointly to the Associate Director, Annual Giving (50%) and the Brand Marketing Lead (50%), this role is uniquely positioned to connect fundraising priorities with integrated marketing, audience growth, and digital engagement strategies.

The role is accountable for developing and executing coordinated, data-driven digital strategies that raise brand awareness, drive revenue growth, expand the donor base, and enhance the end-to-end donor experience across digital channels. It ensures that core digital capabilities — including paid media, email, website, SEO/SEM, marketing automation, and analytics — are effectively leveraged to deliver fundraising outcomes while maintaining a strong, consistent brand presence.

The Manager also plays a key role in strengthening digital effectiveness across the Foundation by improving coordination between teams, building internal capabilities, and ensuring digital programs continue to evolve in support of organizational priorities.

Key Responsibilities

- Leads integrated digital fundraising programs generating \$1.2M+ annually, with accountability for revenue growth, donor-base expansion, and audience engagement.
- Serves as a central bridge between Annual Giving (AG) and Marketing & Brand Engagement (MBE), aligning fundraising priorities, digital strategy, and brand objectives.
- Leads the Foundation's digital marketing strategy and oversees all digital channels to deliver an integrated approach to audience engagement and revenue generation.
- Drives donor acquisition, retention, and pipeline development through coordinated, data-driven campaigns and optimized digital journeys.
- Leads the development and execution of integrated digital fundraising strategies that align organizational revenue goals with brand and marketing objectives.
- Oversees digital fundraising campaigns (including email, social media, digital advertising, webpage, and donation page strategies), ensuring seamless integration with broader marketing initiatives.
- Oversees SEO/SEM strategy to improve discoverability and support both engagement and revenue objectives.
- Leads marketing automation and lifecycle journey design, ensuring consistency across engagement and fundraising touchpoints.
- Implements A/B testing and experimentation frameworks to improve campaign performance.
- Leads digital analytics and reporting across both functions, providing shared insights to inform decision-making and optimize performance.
- Oversees website and donation platform user experience and conversion optimization, ensuring alignment between brand experience and fundraising effectiveness.

What You Offer

- Demonstrated success leading integrated digital marketing and digital fundraising programs with measurable results
- Proven ability to operate effectively within a cross-functional environment
- Strong strategic, analytical, and problem-solving skills, with the ability to connect marketing activity to revenue outcomes
- Expertise across digital channels, including email, paid media, search, donation platform, and website optimization
- Experience with segmentation, personalization, and marketing automation
- Excellent collaboration, relationship-building, and stakeholder management skills
- Strong project management and organizational abilities, with capacity to manage multiple priorities
- Excellent written and verbal communication skills, with the ability to craft compelling, audience-centric digital content
- High attention to detail and strong results orientation
- Proficiency with CRM platforms (Salesforce preferred) and digital analytics tools
- Adaptable, proactive self-starter, comfortable working in a complex and evolving environment

What We Offer

The successful candidate can expect a starting salary between **\$83,800** and **\$104,800**, 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.

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.

This role will remain open until filled with the right candidate.

We welcome applications from anyone who is 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.