VGH+ Social Media & Digital Content Specialist

JOB POSTING



VGHFOUNDATION.CA

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?

2026 BC's Top Employers



+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.



VGH UBC hospital foundation

VGH+

Social Media & Digital Content Specialist

The Role

The Social Media and Digital Content Specialist is responsible for managing the Foundation's social media channels and supporting website content management. Combining strong social media, storytelling, and content management expertise, the Social Media and Digital Content Specialist plans, produces, and publishes content that advances the Foundation's brand, strengthens audience engagement, and supports fundraising objectives.

This role requires a highly creative, self-motivated individual who is passionate about social media and content creation, stays current with emerging trends and platforms, and can independently identify opportunities, develop ideas, and execute content from concept to completion.

Key Responsibilities

- Owns the Foundation's social media channels, identifying, developing, and executing content that supports brand awareness, audience engagement, and fundraising objectives.
- Manages the day-to-day social media calendar, ensuring a consistent, timely, and strategic presence across platforms.
- Identifies, captures, edits, and publishes engaging social media content from ideation to execution, including videos and photography.
- Writes social media copy, ensuring all content reflects the Foundation's brand standards, voice, and messaging.
- Monitors and reports on social media performance, trends, platform updates, and audience behaviour to inform content strategy and identify new opportunities for growth and engagement.
- Monitors and responds professionally to social media comments and messages, helping maintain the Foundation's reputation and escalating issues or opportunities to the appropriate teams as required.
- Assists with website content management to ensure information remains current, accurate, accessible, and aligned with brand standards.
- Assists with implementing and improving the Foundation's website content experience, ensuring that the user experience of the site is in line with brand standards.
- Diagnoses challenges and risks related to social media strategy and execution, leveraging expertise to recommend solutions to stakeholders.
- Ensures Foundation key messages are reflected and appropriately adapted across all deliverables, including reviewing content from other teams and external partners.
- With guidance from the Content Lead and in alignment with the Foundation's content strategy, supports online content processes and the development of new content opportunities.
- Researches and makes recommendations on content strategy, approaches, and deliverables.
- Contributes to content plans and strategy by recommending milestones, metrics, and opportunities for optimization. Provides updates on performance, including monthly, quarterly, and ad hoc social reports, and recommends future activities.
- Works with physicians, clinicians, donors, patients, volunteers, and other stakeholders to build trust and develop compelling content.
- Provides guidance to colleagues on social media best practices, content development, and platform requirements, using expertise, persuasion, and influence to help bring projects to successful completion.

What You Offer

- Post-secondary education in communications, marketing, journalism, digital media, or a related field, or an equivalent combination of education and experience.
- Strong knowledge of social media and platforms, best practices, and emerging trends.
- General knowledge of marketing and communications principles and their application to social media and website content management.
- Demonstrated experience managing social media channels and creating content for a variety of digital platforms.
- Deeply passionate about social media and content creation, staying current with emerging trends and platforms and continuously looking for ways to engage/broaden our audience.
- Willing to put yourself out there and take initiative in creating social media content, including interviewing, filming, and appearing on camera.
- Highly creative self-starter with the ability to independently generate content ideas, execute them effectively, and follow through on tasks with minimal supervision.
- Superior written and verbal communication skills, with a keen eye for detail.
- Strong organizational and administrative skills, with the ability to manage multiple projects, coordinate activities with internal and external stakeholders, maintain records, and support operational requirements.
- Ability to analyze performance metrics and translate insights into actionable recommendations.
- Ability to manage multiple, often competing priorities in a fast-paced environment with tight timelines.
- Excellent judgment, interpersonal skills, and attention to detail.
- Ability to build relationships and work effectively with diverse stakeholders.
- Basic HTML skills and experience using website content management systems (CMS) such as WordPress.
- Basic understanding website analytics tools including GA4, GTM, GSC, MS Clarity and Looker studio.
- Basic understanding of SEO, web design, and usability best practices.
- Experience working in health care, philanthropy, or the nonprofit sector is considered an asset.

What We Offer

The successful candidate can expect a starting salary between **$66,900** and **$83,600**, depending on factors such as skills, experience, and internal equity.

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.**

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.