



**Position Title:      Communications Specialist**

**DEPARTMENT:      Engagement**

**REPORTS TO:      Manager, Marketing and Communications**

In conjunction with the Manager, Marketing & Communications, the Communications Specialist is responsible for external and internal communications that drive greater awareness and increased affinity towards Royal Columbian Hospital Foundation (RCHF).

### **ABOUT ROYAL COLUMBIAN HOSPITAL**

Royal Columbian provides the highest level of care to the most critically ill and injured from throughout the region and province. We are a provincial referral centre for cardiac care, trauma, neurosciences, high-risk maternity, neonatal intensive care, and mental health. No other hospital in the province provides this level of care, or offers all these services, on one site or in such high volumes.

Right now, Royal Columbian is undergoing a \$1.49 billion multi-year, multi-phase redevelopment that will create a world-class critical care hospital. The “crown jewel” of this project is the Jim Pattison Acute Care Tower, scheduled to open in 2025.

### **ABOUT THE FOUNDATION**

Royal Columbian Hospital Foundation (RCHF) is an independent charitable organization that raises millions of dollars each year to fund major projects, priority equipment needs, facility enhancements, research, education and innovation at RCH.

Supporting by thousands of individuals, businesses, community groups and foundations, RCHF strives to achieve its vision to inspire giving and grow funding so patients have access to the best in health care at Royal Columbian Hospital.

### **KEY AREAS OF INVOLEMENT:**

- Function as one of the Foundation’s principal writers; generates story ideas, researches, interviews, write a variety of documents including sponsorship packages, donor proposals, donor impact reports, newsletters and other stakeholder communications
- Provide stories, photos and design work for Direct Response appeals
- Build strong relationships across the hospital for the purpose of creating meaningful content that will engage different target audiences as well as being the subject matter expert on hospital updates and advances
- Create in-house photography and videography content; working closely with consultants and contract staff as needed



- Support the Manager, Marketing & Communications with the execution of advertisement pieces and other promotional and stewardship materials, such as RCHF's magazine/annual report
- Execute graphic design projects including presentations, brochures, advertisements and signage
- Work closely with the Digital Marketing Specialist and acts as back-up as needed
- Track expenses against departmental budgets
- Perform other duties as required by the organization

## **QUALIFICATIONS**

University degree with three years minimum experience or an equivalent combination of education and experience in Communications, Writing, and Public Relations. Experience in a healthcare or non-profit environment is an asset.

## **PROFESSIONAL/TECHNICAL CAPABILITIES**

- Outstanding written and verbal communication skills
- Exceptional organizational skills and attention to detail
- An understanding of and appreciation for the donor-centered approach to fundraising.
- An excellent "customer service" attitude
- Demonstrated successful track record in fundraising from individuals with outstanding relationship management skills
- Proven ability to multi-task in a busy environment, to work well under pressure, and to prioritize tasks appropriately while meeting time-sensitive demands
- Proficient in MS Office and general computer skills
- Working knowledge of appropriate software applications such as Raiser's Edge; ability to generate reports and queries
- Physical ability to perform the duties of the position
- Willingness and ability to work evenings and weekends, as required

## **COMPETENCIES:**

- Actively seek opportunities and challenges for personal learning, character building and growth
- Model qualities such as honesty, integrity, resilience, and confidence
- Listen well and encourages open exchange of information and ideas
- Demonstrate business acumen by efficiently and effectively identifying and managing human, financial and information resources
- Create connections, trust and shared meaning with individuals and groups
- Think analytically and conceptually – question and challenge the status quo to identify issues and solve problems



## **BENEFITS**

- A comprehensive benefits package which includes extended health, dental, insurance, and health spending account
- Wellness spending account to support healthy lifestyle
- Municipal Pension Plan (MPP)
- Generous Professional Development Program to develop employees through educational programs, professional designations, conferences, and other learning activities
- Generous vacation policy where all team members start at 20 days of vacation per year (prorated based on the start day for the first year)
- For a position that is not management and can perform duties remotely, a hybrid arrangement is possible for up to 2 days remote work per week
- A collaborative and supportive working environment

*RCHF is an equal opportunity employer committed to hiring on the basis of merit. All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, sexual orientation, gender identity, genetic information, national origin, protected veteran status, disability status, or any other characteristic protected by law.*

*RCHF celebrates diversity and is committed to creating an inclusive environment. Through a rich diversity of skills, knowledge, backgrounds and experience, we are better able to serve our community. We encourage all qualified individuals to apply.*

To apply, please send your cover letter and resume via email to:  
[career@rchfoundation.com](mailto:career@rchfoundation.com)