



**Position Title:     Manager, Marketing and Communications**

**DEPARTMENT:     Engagement**

**REPORTS TO:     Vice President, Engagement**

In conjunction with the Vice President, Engagement, the Marketing & Communications Manager is responsible for developing and implementing a best-in-class marketing and communication plan that promotes, enhances and protects RCHF's brand reputation. This role ensures that communications are consistent and provides oversight of communications for fundraising campaigns, projects and events. It is also responsible for leading a digital acquisition strategy to attract and retain new donors.

### **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.

Supported 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 INVOLVEMENT:**

- Combine media, online resources and other engagement tools to promote awareness of RCHF
- Identify strategies to attract new and repeat donors
- Work with public relations agencies to develop and implement marketing and communications campaigns and strategies and monitor their success
- Write, edit, and approve specific communication pieces including fundraising campaigns, donor proposals, donor impact reports, media releases and speeches and talking points



- Lead, develop and execute the Foundation's magazine and annual report from concept to distribution
- Develop and manage strong partnerships with key media contacts
- Enhance campaign and brand awareness by overseeing the development, distribution and maintenance of RCHF communications including marketing collateral and electronic communications such as RCHF's website and social media
- Plan, coordinate and prepare advertising and promotional materials in-house or with an agency
- Help create marketing and public relations strategies that allow RCHF to cultivate and enhance meaningful relationships with its audiences
- Develop excellent working relationships with colleagues across the Foundation to understand communications needs
- Assist in developing, implementing, and evaluating integrated annual strategic marketing and communications plans to advance RCHF's brand identity; broaden awareness of its programs and priorities; increase the visibility of its programs across key stakeholder audiences
- Oversee interior and exterior installations, including branding in-house and beautification projects
- Identify challenges and emerging issues faced by RCHF; works with leadership team and staff to recognize internal and external marketing and communications opportunities and solutions, and defines and executes appropriate strategies to support them
- Monitor fundraising, healthcare and other industry publications for insight into current trends and best practices
- Evaluate all communications and marketing efforts against measurable targets and provides recommendations for greater impact
- Manage the day-to-day work of the Marketing & Communications team
- Proactively track expenses against annual budgets
- Perform other duties as required by the organization

## **QUALIFICATIONS**

University degree with five years minimum experience or an equivalent combination of education and experience in marketing and communications, public relations, and donor engagement. Specific knowledge relating to marketing and communications in a healthcare environment or non-profit environment are assets.

## **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, content management systems and web analytics programs
- Physical ability to perform the duties of the position
- Valid BC driver's license and access to a personal vehicle
- 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)
- 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)