

Marketing Officer, Content Creation (Photography & Videography)

Full-Time Permanent

The Opportunity:

Are you a visionary storyteller with a creative "eye" and an acumen for detail? Are you passionate about crafting compelling content that inspires action for the betterment of others? If you have an innate drive to tell stories through visuals and use a camera to create unforgettable content, then London Health Sciences Foundation (LHSF) has the perfect opportunity for you.

As the Marketing Officer – Content Creation, you will be at the heart of our integrated marketing and communications strategy, playing a pivotal role in inspiring philanthropic support for the London Health Sciences Centre (LHSC). Reporting to LHSF's AVP, Marketing and Communications, you will actively contribute to the development and execution of a full range of marketing and communications material, with a focus on dynamic creative assets such as photography, videography and graphics.

What sets our ideal candidate apart is not just their proficiency in creating high-quality content but their unwavering passion for the craft. This individual is not happy with merely meeting standards; they strive to consistently exceed them. Remaining at the forefront of industry trends, the Marketing Officer – Content Creation is committed to innovation and staying ahead of the curve, ensuring that LHSF's visuals and content are not just current but industry-leading.

The collaborative spirit is a defining characteristic of this role. You will thrive in a team-oriented environment dedicated to delivering excellence in the philanthropy landscape. With an enthusiastic approach and a commitment to producing visuals and content that captivate and inspire, you will play an integral part in shaping the narrative of London Health Sciences Centre, fostering philanthropic support and making a lasting impact in the pursuit of health and well-being.

If you're ready to bring your passion and creative prowess to a team committed to making a difference, apply now and join us on this exciting journey

Reports To:

- Associate Vice President, Marketing & Communications

Skills / Experience / Qualifications:

- Post-secondary education, diploma or undergraduate degree required, in videography, photography, content management

- or other related fields and/or equivalent experience
- Three (3) to (5) years related experience in marketing, communications, public relations, creative agency or journalism required
 - Demonstrated experience in content creation (photography, videography, and graphic design)
 - Must be an expert in camera gear (DSLR, mirrorless)
 - Must be a very detail oriented, extremely creative and passionate about top-quality content
 - Extensive experience with Adobe Creative Suite and other desktop publishing platforms required
 - Experience in productivity tools, Microsoft Office, Basecamp 4 and project management software considered an asset
 - Strong interpersonal and relationship building skills and the ability to work in a respectful, cooperative team environment
 - Effective time management, organization skills and the ability to manage multiple tasks with similar deadlines without compromising quality or accuracy
 - Proven project management skills
 - Proven asset organization and management experience
 - Strong verbal and written communications skills and proof-reading experience
 - Demonstrated ability to think strategically and analytically
 - Demonstrated accuracy and strong attention to detail
 - Ability to work well independently and with a team
 - Strong project management, flawless execution and varied writing skills are required
 - An energetic results-oriented attitude and a keen attention to detail to ensure that all marketing campaigns accurately reflect the Foundation's brand
 - Exceptional writing and communication skills, presentation skills, editing and proofreading skills, ability to explain and communicate complex topics into simple language
 - Proven ability to construct clear and compelling copy for news releases, blog content, social media, and executive communications
 - Proven ability to work in high performing, multi-stakeholder, and diverse environment.
 - Must thrive working assertively in a deadline-driven environment.
 - Demonstrated ability to think strategically and analytically
 - Proven experience in results-driven digital marketing
 - Demonstrates good judgment, professionalism, and integrity

Functions/Duties: *(not in priority order or percentage of time)*

Photography:

- Use photography equipment to capture high-quality images that align with LHSF's visual identity.
- Ensure proper framing, lighting and composition to convey the desired message.
- Utilize photo editing software (e.g., Adobe Lightroom, Photoshop) to enhance and retouch images as needed.

- Maintain a consistent and cohesive visual style across all photography materials.
- Work closely with the content creation team to align photography with overall content strategy and objectives.
- Collaborate with other departments to meet specific visual needs for various projects.
- Organize and maintain a library of high-quality visual assets for easy accessibility and future use.
- Ensure proper cataloging and tagging of images for efficient retrieval.

Videography:

- Plan and execute video shoots, ensuring high-quality footage that tells a compelling story.
- Manage all aspects of video production, including camera operation, lighting and sound recording.
- Edit video content to create polished, engaging, and cohesive final products.
- Incorporate graphics, effects and other elements to enhance the visual appeal of videos.
- Collaborate with the writing team to develop scripts and storyboards for video projects.
- Ensure alignment with brand messaging and overall content strategy.
- Stay current with video production trends, technologies, and techniques.
- Troubleshoot technical issues during filming and post-production.

Graphic Design:

- Create visually appealing graphics for various platforms, including social media, websites, and print materials.
- Work closely with SMO, Brand and Design, on any graphics projects
- Ensure graphics align with LHSF's design guidelines and visual identity.
- When required, design layouts for marketing materials, such as brochures, banners and digital ads.
- Consider user experience and readability in graphic design for online and offline materials.
- Maintain consistency in design elements across all graphic materials.
- Collaborate with the marketing and communications team to ensure graphics align with current campaigns and promotions.
- Modify existing graphics to suit different formats and platforms
- Adjust designs based on feedback and evolving project requirements.

General:

- Co-manages content creation (video / photography) by external agency with Senior Marketing Officer, Brand & Design
- Work collaboratively with the marketing and communications team to align visual elements with overall content strategy.
- Ensure a cohesive and unified approach to content creation across different mediums.

- When needed, collaborate with external photographers, videographers and graphic designers to create multimedia content that tells a comprehensive and consistent story.
- Integrate visual elements seamlessly into larger marketing campaigns and initiatives.
- Stay informed about industry trends and incorporate fresh ideas into content creation.
- Continuously seek opportunities for innovation and improvement in visual storytelling.
- Manage multiple projects simultaneously, ensuring deadlines are met for photography, videography and graphic design components.
- Communicate progress and potential roadblocks to the content creation team and relevant stakeholders.

Other Responsibilities:

- Assist in developing strategies to drive engagement and build community, engaging and interacting with followers and supporters
- Will transcribe, caption, and caption check video content as required
- Will track content performance, discovering, and implementing actionable insights
- Have an eye on and develop the strategy for expanding onto newer social platforms - increasing reach and donor interaction with the brand
- Ensure content is being created/promoted in a way that will deliver optimal results.
- Act as an Ambassador throughout the Community, positively representing the Hospital and the Foundation.
- Work as a team player promoting a positive and professional work environment and conduct role with integrity and respect.
- Other duties as assigned from time to time to meet the overall goals and objectives of the London Health Sciences Foundation.
- Abide by the policies and procedures of the LHSF and LHSC.
- Abide by the Occupational Health and Safety Act, and work in a manner that is safe, reporting incidents immediately to direct supervisor.
- Operates within culture and core values of the organization.
- Requires up-to-date vaccinations, inclusive of COVID-19 vaccination.

To apply for this position, you must submit a resume, a cover letter detailing your experience along with a comprehensive portfolio of your video and photography work you are most proud of to Nancy Foran, Executive Assistant, nancy.foran@lhsc.on.ca. If missing any of the above items, the application will not be considered.

DEADLINE TO APPLY: 5:00 pm on Friday, February 16th

ABOUT LONDON HEALTH SCIENCES FOUNDATION (LHSF)

As the charitable arm of London Health Sciences Centre (LHSC), we at London Health Sciences Foundation (LHSF) strive to enhance the standard of care for patients at our hospital. With your generosity, we support the development of critical initiatives such as ground-breaking research, state-of-the-art equipment, specialized care with personalized treatment options and the education of our next generation of clinicians.

It is through the hope and kindness of our donors that the health and lives of patients at LHSC are impacted, today and tomorrow. We are committed to honouring your compassion with acts of gratitude, stewarding with respect and reporting with honesty, transparency and accountability.

On behalf of LHSC, the communities it serves, and the individuals whose lives are impacted by its work, we:

- **Nurture** kindness and empathy with initiatives that help those in need, today and tomorrow.
- **Champion** gratefulness with legacy choices and commitments that can transform lives.
- **Inspire** optimism with meaningful relationships and creative partnerships.
- **Serve** as trusted stewards committed to responsible, respectful cultivation and engagement of our donor community through accountability, reporting, acts of gratitude and milestone celebrations.

Our Beliefs

You are the difference.

Your hope creates possibilities. Your compassion generates strength. Your commitment builds resilience. Because you believe, others thrive.

Making a difference for another person is both noble and joy filled. It matters deeply.

We honour your kindness and empathy...

With initiatives to help those in need, today and tomorrow.

We fulfill your gratefulness...

With legacy choices and commitments that can transform lives.

We celebrate your optimism...

With meaningful relationships and creative partnerships that prove there are no boundaries to what can happen next.

But it's you – your heart and spirit – who creates the dignity, the support and the love that enriches the lives of your family, your friends, your neighbours and your community.

You choose to care.

We're here to serve that choice and the powerful difference it will make.