

Senior Marketing Officer – Events & Donor Experience 18 Month Contract – Maternity Leave

THE OPPORTUNITY:

Are you a marketing professional who is passionate about philanthropy and finding creative and thoughtful ways to inspire giving within the community? Are you a person who thrives on inspiring action in others which contributes to positive change within our healthcare system? If so, London Health Sciences Foundation (LHSF) is hiring for the position of Senior Marketing Officer – Events and Donor Experience (18-Month Contract).

In this role, the successful candidate will have an opportunity to support the overarching execution of marketing assets for the organizations' events and donor experience, all while honing and improving the donor experience journey along the way. Whether you're helping facilitate a flawless event, or developing new digital pathways and journeys for our donors, you will be doing work that truly matters in an environment built on teamwork, service, responsibility, diversity and integrity.

At LHSF, we are deeply supportive and rich in opportunity. Through this role, you will not only be part of an overarching mission which focuses on improving the health of our community, but you will be empowered by a spirit of shared purpose within the LHSF team.

Reporting to the Director, Marketing & Communications, the Senior Marketing Officer – Events and Donor Experience develops clear and persuasive content, as required, for both mass and one-to-one communications across traditional and new media as well as being accountable for executing exceptional marketing and communications materials and campaigns on time, within approved budgets, creating brand equity and ensuring brand integrity and consistency across all marketing channels.

As the primary contact in the Marketing and Communications team for both Donor Experience (DX) and Events, this position plays a key role in ensuring best practices within user experience (UX) and event marketing is fulfilled in the highest of standard.

REPORTS TO: Director, Marketing and Communications

IDEAL CANDIDATE PROFILE:

- Post-secondary degree or diploma in Marketing and/or Communications and/or Journalism.
- Minimum 5 years marketing experience in a senior marketing role, ideally within communications and marketing, public relations, agency, business communications or journalism, is required
- Experience in UX and events considered an asset
- Health care or fundraising writing experience preferred.
- A portfolio demonstrating a variety of writing styles, exceptional proofreading skills and quantifiable results of

projects is required.

- Excellent organizational skills and detail orientation.
- Demonstrated ability to plan, prioritize and meet multiple, competing, stringent and changing demands in a complex organization.
- Proven ability to simultaneously manage versatile projects, incorporating all aspects of the marketing mix, to budget and critical path.
- Strong presentation and negotiation skills with excellent written and verbal communications skills.
- Excellent interpersonal skills, able to engage and interact effectively with all levels of the organization, members of the public, volunteer leadership and technical experts.
- Ability to synthesize large amounts of information and develop concise and compelling communications.
- Remarkable follow-through and an ability to align with strategic agendas while keeping day-to-day job activities current are a must.
- Proven ability to work independently using an above average level of initiative and judgment.
- Demonstrated ability to ensure consistent messaging and manage corporate standards for all marketing initiatives
- Ability to meet stringent deadlines and interact effectively with technical experts and content publishers.
- Knowledge of email marketing best practices and tools.
- Practical knowledge using a website CMS; Drupal experience an asset.
- Proficient in the use of all corporate productivity tools
- Experience with design software and video editing software an asset.

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

- Will utilize research and data along with relationship management, strategy and context from various meetings displaying this information into visuals and graphics that meet the needs of the donor, committee or sponsor.
- This role will continue to have a focus on community and signature events, but mainly on community events
- Continue to work closely with community events to establish new methods and improvements of peer-to-peer giving, events and initiatives.
- Manage sponsorship recognition at events with meaningful strategies and tactics that meet sponsor objectives; oversee the entire donor journey from a marketing standpoint
- As a data-first role, establish a donor journey map outlining the stages donors go through when interacting with Foundation content and material.
- Will be responsible for championing and leading new media integrations into traditional material (interactive reports, cases, etc.)
- Will champion organizational email strategy and work directly with each unit to ensure organization and structure is upheld
- Responsible for maintaining brand integrity on third-party systems (DonorDrive, ClickBid)

- Responsible for integration of new systems within marcomm and dev tools (implement API between RE and CM)
- Responsible for the internal communications update (an action item below)
- Responsible for basecamp management of outgoing items from Foundation to ensure organizational cohesion (ensuring calendar is up-to-date)
- Alleviating items from the design side (allocating to Marketing Officer - Digital Management and Content Creation and Senior Marketing Officer - Design) to focus on UX specific items
- Plan and conduct user research and competitor analysis
- Interpret data and qualitative feedback to benefit Foundation's efforts
- Continually create user stories, personas, and storyboards
- Work closely with all Foundation platforms (CM, Social, Website) to assess and improve donor journey
- Determine information architecture on new projects and create sitemaps
- Continually conduct usability testing on platforms
- Present and communicate insights to help shape long-term Foundation strategy
- Event graphics for email, livestream events, website and promotions
- Email design based on data and UX
- Assist in the production of livestream events
- Assist with capturing video and photography as well as video editing when needed

Other Responsibilities:

- 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.
- You will need to provide documentation of completed COVID vaccine series prior to starting your employment at LHSF.
- Abide by the *Occupational Health and Safety Act*, and work in a manner that is safe, reporting incidents immediately to direct supervisor.
- Operate within culture and core values of the organization

To apply for this position please submit a resume and cover letter detailing your experience to Nancy Foran, Executive Assistant, nancy.foran@lhsc.on.ca

DEADLINE TO APPLY: December 2, 2022

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.