

## Marketing and Communications Specialist – Internship (Paid)

### The Opportunity:

Are you someone looking to gain valuable experience working in the healthcare non-profit space executing content creation, creative writing, design projects and more? If so, London Health Sciences Foundation is hiring an enthusiastic Marketing and Communications Specialist – Internship for an 8-week placement.

A self-proclaimed self-starter with a passion to learn more about all things Marketing and Communications through hands-on practice, this team member will play an integral role in amplifying, improving and executing tasks and projects which LHSF's Marketing and Communications department fulfill daily.

**REPORTS TO:** Director, Marketing and Communications & Senior Marketing Officer, Events and Donor Experience

### IDEAL CANDIDATE PROFILE:

#### Skills/Roles/Responsibilities:

- Current enrolment in a post-secondary undergraduate course for marketing, communications or similar field.
- Familiarity with marketing computer software and social media platforms.
- Good understanding of the latest marketing trends and techniques.
- Excellent verbal and written communication skills.  
Must have a passion for marketing.
- Outstanding multitasking abilities.

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

- Contribute to writing proposals, cases and stewardship reports (working closely with the organization's chief writer)
- Contribute to layout of collateral
- Perform market analysis and research on the latest trends.
- Assist with daily administrative duties.
- Design and present new social media campaign ideas.
- Monitor all social media platforms for trending news, ideas, and feedback.
- Prepare detailed promotional presentations.
- Help with the planning and hosting of marketing events.
- Research and evaluate competitor marketing and digital content.
- Contribute to the creation of mock-ups, email campaigns, and social media content.

#### **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.
- Abide by the *Occupational Health and Safety Act*, and work in a manner that is safe, reporting incidents immediately to direct supervisor.
- Operates within the culture and core values of the Foundation.

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](mailto:nancy.foran@lhsc.on.ca)

**DEADLINE TO APPLY: 5:00 pm on Friday July 1, 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.