

Marketing & Communications Specialist (Contract – One Year)

We believe people deserve care that is above and beyond the standard. We believe in *caring for you* and *innovating for the world*.

This is why we inspire investment in excellence at London Health Sciences Centre (LHSC).

London Health Sciences Foundation (LHSF) has recently completed the largest hospital campaign in Southwestern Ontario raising an astonishing \$215 million.

LHSF is now building upon the amazing response of our community during Campaign to inspire philanthropy in support of a vision that will continue to transform how we treat patients. This vision includes, but not limited to, key programs like Cancer care, Cardiac Care, Mental Health, Orthopaedic Care and Women's Care.

ABOUT LHSF

London Health Sciences Foundation is a charity accredited by Better Business Bureau and Imagine Canada. Our goal is to link our community and health care experts together in pursuit of medical excellence at [London Health Sciences Centre \(LHSC\)](#).

Our Mission: To inspire investment in excellence at London Health Sciences Centre

Our Vision: To meet the needs of London Health Sciences Centre by revolutionizing the response of our communities to health care philanthropy

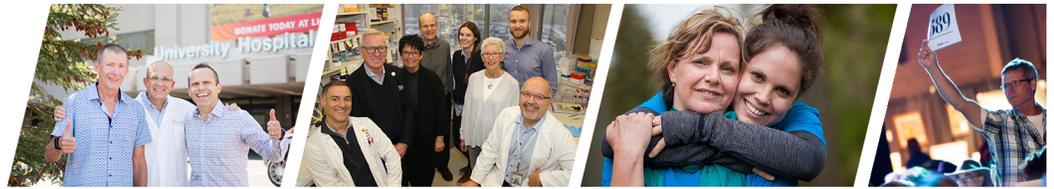
Our Values: Trust – Respect – Focus – Collaboration – Accountability

OPPORTUNITY:

London Health Sciences Foundation is looking for an experienced **Marketing & Communications Specialist** for a one year contract position. Reporting to the Director of Marketing and Communications, the Marketing and Communications Specialist (M&C Specialist) supports a wide spectrum of activity driven by the strategic marketing and annual business plans, to help achieve top Foundation strategic priorities.

The M&C Specialist is responsible for the development and dissemination of stories, reports, content and creative marketing elements that bring the LHSF brand to life, through a common voice/tone across multiple communication and event platforms, in direct alignment with LHSF corporate/brand standards.

While expected to support the delivery of the full range of functions and duties captured below, the M&C Specialist places primary emphasis on supporting LHSF event teams (Signature, Donor Relations and Stewardship, community events, etc.) by developing creative strategies and executing related



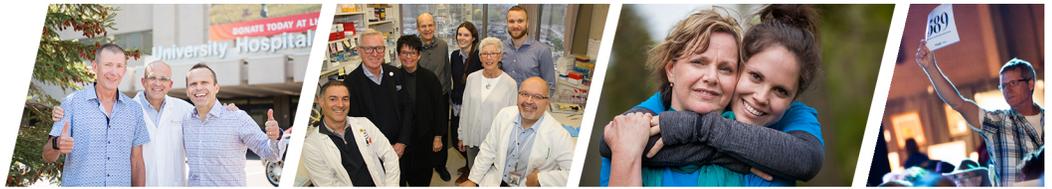
creative tactics to help market and effectively execute event plans. Additionally, the role is responsible for generating earned media placement through proactive story and event pitches and guiding the effective implementation and tracking of the LHSF digital strategy.

SKILLS / EXPERIENCE / QUALIFICATIONS:

- Post-secondary diploma or Bachelor's degree required in Marketing, Communications, Journalism, or English
- Minimum five (5) years in communications and marketing role
- Experience writing for healthcare or fundraising preferred
- Proven experience in developing and executing digital marketing plans
- Proficient in leveraging digital tools, trends, and metrics needed to deliver a dynamic, integrated online strategy
- A portfolio demonstrating a variety of writing styles, exceptional proofreading skills and quantifiable results of projects
- Detail oriented with demonstrated ability to plan, prioritize and meet multiple, competing, demands – on budget and delivered against an established critical path
- Computer skills are necessary, especially with Adobe Creative Suite and Adobe Photoshop.
- Excellent written, verbal communication and presentation skills
- Ability to manage multiple projects in a high pressure, deadline-driven environment
- A solid understanding of different aspects of marketing (public relations, internal communications, brand visibility, donor relations, website and social media tools, etc.)
- Excellent interpersonal and collaboration skills, proven ability to engage and interact effectively with all levels of the organization and key stakeholders/contacts
- Ability to synthesize large amounts of information and develop concise and compelling communications strategies and tactics, and related marketing creative
- Proven ability to work independently and as part of a team
- Demonstrated ability to ensure consistent messaging and brand standards for all marketing initiatives
- Track record of creativity and innovation
- Proficient in the use of corporate productivity tools including MS Office, BaseCamp and project management software

FUNCTIONS/DUTIES:

- Work with the Development Team and Hospital staff as necessary to research and develop accurate and compelling content for fundraising priority initiatives (ex. proposals, stewardship reports/donor updates, cases for support, event collateral, campaign updates, newsletters, e-communications, website, brochures, etc.)
- Support the creative development of graphic concepts, designs, photography and video for use across multiple marketing channels, including events
- Deliver tailored content and marketing creative that can be used to advance stories across multiple print, digital and event channels to maximize audience reach and impact, and build brand equity
- Support LHSF digital strategy by ensuring dynamic content and regular updating of website and



- other digital content, designed to connect with and grow audiences
- Develop and execute key deliverables of the marketing and communications plan to a consistently high standard, on time and on budget
 - Ensure a common 'voice' (tone) for the Foundation across all communications and marketing channels and the consistent brand standards
 - Plan, coordinate and track multiple deliverables/projects, including event support, utilizing the departmental work in progress and Basecamp tools
 - Deliver work against a robust editorial calendar coordinated/aligned with hospital communications plans and channels
 - Leverage patient-impact stories and other creative collateral that resonates with donors, volunteers and the broader community
 - Build and maintain excellent internal and external partnerships that enhance collaborative efforts and outcomes
 - Support and mentor positive behaviour
 - Ensure brand standards and process guidelines are met
 - Other duties as assigned

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 in order 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

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: 5:00 pm on Friday November 16, 2018.