London Health Sciences Foundation

# Marketing Officer – Creative Writing
# Full-Time Permanent

**THE OPPORTUNITY:**

Calling all content writers with a burning desire to do amazing things for your community! Are you a driven marketing professional with a passion for making a difference? Do you enjoy working collaboratively in a team environment and have a knack for creating compelling written content? If this sounds like you, London Health Sciences Foundation (LHSF) is on the hunt for a Marketing Officer – Creative Writing to join our growing and dynamic Marketing and Communications team. Your mission? To craft compelling content for our donors and supporters, showcasing the awe-inspiring impact our foundation has on the patients and families who visit London Health Sciences Centre (LHSC).

Your creative prowess will be put to use in designing and implementing communications tailor-made to recognize and celebrate our esteemed donors. In addition, you will provide them with regular updates, keeping them informed about the tangible difference their giving makes in the lives we touch.

In addition to stewarding our valued contributors, you will also be responsible for amplifying the LHSF brand through energetic and effective collaboration. Alongside various teams at the Foundation, you will be essential in the development and implementation of marketing campaigns to promote impact and drive engagement with our stakeholders. This will include crafting captivating content for our website, social media and other digital platforms.

At LHSF, we are deeply supportive and rich in opportunity. 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.

As Marketing Officer – Creative Writing, your words will be the bridge that brings us closer to our donors, fostering lasting relationships and inspiring continued engagement with LHSF's mission. Join us on this meaningful journey of gratitude, connection and purposeful communication. Apply today for a truly unique career opportunity that will allow you to both showcase you talents while making a real difference in people's lives.

London Health Sciences Foundation

**REPORTS TO**: Director, Marketing and Communications

**IDEAL CANDIDATE PROFILE:**

- Post-secondary education, diploma or undergraduate degree required, (Post Graduate preferred), in journalism, communications, marketing, public relations or other related field
- Three (3) to five (5) years related experience in communications and marketing, public relations, business communications or journalism required
- At least one-year related experience in health care and/or fundraising setting is preferred
- Exceptional ability to write persuasive copy
- A keen and detailed eye, who prides themselves on accurate yet inspiring writing
- Demonstrated experience in copy editing
- Demonstrated proficiency with computer programs such as, Microsoft Office (Word, PowerPoint, Outlook) required, and web publishing experience an asset
- Ability to communicate ideas clearly and effectively—writing simply and to the point, avoiding jargon or complex terminology
- Must have a deep understanding of conducting research to support their writing
- Experience in layout is an asset; how to organize content in a logical, coherent way
- Has the ability to strike the right balance between being informative and accurate in their writing, while also evoking emotion and inspiring engagment
- Ability to use personal stories or vivid descriptions to make their writing more relatable and engaging
- Strong interpersonal and relationship building skills necessary for working 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
- Demonstrated ability in professional communications (proposal writing experience an asset)
- Demonstrated ability to think strategically and analytically
- Experience working with HTML, Photoshop, InDesign and CSS an asset
- Ability to work well independently and with a team

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

- Will be responsible for writing projects determined by Director, Marketing and Communications as well as the Senior Marketing Officer, Creative Writing
- This role will champion the brand tone and voice
- Serve as an exemplary writer, consistent with our company's tone and mission - write clean, concise, well-polished copy
- Will be responsible for script writing for both events and digital project development
- Will work closely with freelance writing team and co-manage writing projects within own writing team

- Research, write and edit compelling content for donor stewardship communications, including impact reports, stewardship reports, newsletters and other materials
- Develop and maintain a comprehensive understanding of the organization's programs, activities and donor base
- Collaborate with the other team members to ensure messaging is consistent across all communications and aligns with the organization's branding guidelines
- Work with program staff to gather information, stories and testimonials to be used in stewardship communications
- Ensure timely and accurate production and delivery of stewardship materials, adhering to established timelines and budgets
- Maintain accurate and up-to-date records of donor stewardship communications
- Continually evaluate and improve the effectiveness of stewardship communications and adjust strategies as needed
- Stay up to date on industry trends and best practices related to donor stewardship and make recommendations for incorporating new ideas into stewardship efforts
- Will be responsible for assisting with project management and writing of winter's YOUR IMPACT magazine as well as summer's while also improving process efficiencies
- Will attend Donor Experience meetings
- In conjunction with the Marketing Officer – Digital Management and Content Creation and the Senior Marketing Officer – Creative Writing, help to develop a user-generated writing portfolio made of proactive pitches and stories from members of our community
- Responsible for editing content produced by Marketing and Communications team, including conceptualizing the projects upfront, assigning projects and overseeing development and copy-editing prior to publishing
- Responsible for vetting social media calendar for voice and copy-editing of social material
- Assisting in the annual building and maintaining of editorial calendar and written guidelines
- Will stay up to date with the latest industry trends and customer challenges to build a more effective editorial calendar
- Proactively work with senior leaders, marketing teammates and other departments to create effective communications strategies that articulate our product's core benefits properly and consistently through the organization's brand voice
- Interact with team members and external parties to create and review all content, ensuring a consistent message
- Contribute to the strategic and tactical marketing and communications plan ensuring the successful delivery of the Foundation's communication objectives, budgets and efficiencies
- Work collaboratively with colleagues from various program areas to develop and execute high quality communication tactics from a writing standpoint
- Produce and distribute communication materials within set deadlines and budget, working with minimal supervision.
- Prioritize, schedule and ensure timely completion of multiple communication projects.
- Working with Marketing Officer, Digital Management and Content Creation to develop and identify content to ensure the Foundation website is always up-to-date and current

- Contribute to and implement social media strategies and web-based communications tools to support marketing and communications objectives
- Assist with coordinating the conversion of traditional communications materials into web-based material to ensure availability of relevant information for donors and other audiences
- Evaluate, on an ongoing basis, results of tactics compared to objectives and recommend improvements towards best practices that will enhance results
- Provide communications support as needed by attending LHSF/LHSC functions when necessary, publishing advisories/releases, facilitating interviews with LHSF representatives and informing internal staff and/or partners of relevant news
- Liaise with third party suppliers such as graphic designers, freelance writers, website developers, digital media agencies and public relations agencies
- Responsible for streamlining writing projects and developing user-friendly templates to inform and direct the storytelling approach required of the Foundation.
- Will be purveyor of ideas, pushing our modes of storytelling

**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.
- Operate within culture and core values of the organization
- Be the sympathetic ear to the voice of our patients and donors
- ***You will need to provide documentation of completed COVID vaccine series prior to starting your employment with LHSF.***

**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: June 16, 2023**

**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.