

## Marketing and Communications Specialist

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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, Orthopedic Care and Women's Care.

### ABOUT LHSF

London Health Sciences Foundation is a charity accredited by 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 and Communications Specialist**. Supporting the integrated marketing and communications strategy of London Health Sciences Foundation (LHSF), the Marketing and Communications Specialist will play a vital role inspiring philanthropic support for London Health Sciences Centre (LHSC). Reporting to the Director, Marketing and Communications, the Marketing and Communications Specialist actively develops and executes a full range of marketing and communications tactics to support a variety of fundraising programs. The focus of this role is to develop clear and compelling content for fundraising cases, proposals, stewardship reports and other donor communications as needed. The Marketing and Communications Specialist will be an exceptional storyteller, inspirational writer and embrace a donor centric approach.

## IDEAL CANDIDATE PROFILE:

### Skills / Experience / Qualifications:

- Successful completion of post-secondary degree or diploma and/or equivalent related work experience (Post Graduate preferred), in journalism, communications, marketing, public relations, or other related field.
- Three (3) to Five (5) years related experience in marketing and communications, public relations, business communications or journalism required
- At least one-year related experience in health care and/or fundraising setting preferred
- Strong written and verbal communication skills
- Demonstrated ability in professional communications (proposal writing experience an asset)
- Well-developed listening and comprehension skills
- Demonstrated accuracy and strong attention to detail
- Strong editing and proof-reading skills for personal work and the work of others
- Demonstrated ability to think strategically and analytically
- Effective time management and prioritization skills, to ensure multiple tasks with similar deadlines are completed without compromising quality or accuracy
- Proven project management skills and excellent organizational skills to manage multiple projects, content and stakeholders at the same time
- Strong interpersonal and relationship building skills and the ability to work independently and collaboratively
- Ability to work well independently and with a team  
Demonstrated proficiency with computer programs such as Internet, Email, Microsoft Office (Word, Excel, PowerPoint) required
- Demonstrated proficiency with Adobe programs such as InDesign, Photoshop, Adobe Acrobat DC, required and Lightroom, Premiere an asset
- Demonstrated experience in digital marketing including social media campaigns, e-blasts, website editing, analytics and reporting
- Experience with video creation (scripting, editing, filming) is an asset

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

- Develops clear compelling content for fundraising cases, proposals, donor impact reports, donor newsletters and other donor communications to reach fundraising targets
- Works collaboratively with colleagues from various program areas to develop and execute high quality materials to secure donor funding and steward donors appropriately
- Collaborates in the development of content, including patient/donor stories, videos, photography, presentations and e-communications for on-line and print publication
- Produces and distributes communication materials within set deadlines and budget, working with minimal supervision. Prioritizes, schedules and ensures timely completion of multiple communication projects.
- Develops and identifies content to ensure that the Foundation website is always up-to-date and current

- Contributes to and implements social media strategies and web-based communications tools to support marketing and communications objectives
- Assists with coordinating the conversion of traditional communications materials into web-based material to ensure availability of relevant information for donors and other audiences
- Evaluates, on an ongoing basis, results of tactics compared to objectives and recommend improvements towards best practices that will enhance results.
- Provides 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.
- Liaises with third party suppliers such as graphic designers, website developers, digital media agencies and public relations agencies
- 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](mailto:nancy.foran@lhsc.on.ca)

**DEADLINE TO APPLY: 5:00 pm on Friday, October 16, 2020.**