



**Position Title:           Manager, Communications and Marketing**

**Location:                 Health Care Foundation  
71 Goldstone Street, Suite 103  
St. John's, NL A1B 5C3**

**Duration:                Permanent, full-time**

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### **Supporting Hospital and Health Centres Here at Home**

We take care of each other in Newfoundland and Labrador. That's just who we are. Our Health Care Foundation embodies that care, improving our hospitals and health centres with the support of our donors.

The Health Care Foundation is a philanthropic partner to Eastern Health that supports adult hospitals and facilities within the St. John's region, and tertiary care for all of Newfoundland and Labrador.

We are a registered non-profit organization governed by a volunteer-led board of directors.

Thanks to the support of our donors, we have made incredible improvements and advancements in health care here at home. We have provided millions of dollars to Eastern Health for vital equipment, technology, research, education and comfort items that improve the care experience for our patients and their families.

### **Position Description**

As the Manager of Communications and Marketing, you will be responsible for overseeing the communications strategy and activities for the Health Care Foundation.

Under direction of the CEO, you will provide strategic planning and communications for the organization and its various fundraising programs. You will be an integral part of the team, while also working independently to ensure the organization's communication's goals and overall goal of raising funds to improve health care right here at home are met.

**Responsibilities include:**

- Provide communications support, planning and advice to the Foundation's various programs, including Major Giving, Special Events, Annual Giving and Planned Giving.
- Oversee media relations and advertising activities, including writing press releases, ads, and overseeing development of other ad publications.
- Manage all of the Foundation's social media channels, ensuring a meaningful and robust presence.
- Responsible for planning press conferences, media opportunities and funding announcements for the organization.
- Responsible for writing the annual report and planning the annual general meeting.
- Responsible for managing and elevating the Foundation's brand.
- Developing publications and content, including direct mail, board packages, email campaigns, etc.
- Preparing speaking notes for the President and CEO, Board members and other stakeholders as needed.
- Completing website maintenance and updates, including drafting new web content.

**Required skills and experience:**

- A minimum of 3-5 years of communications experience in a management position;
- Post-secondary education in a related field required, or a combination of experience and education would be considered;
- Media relations experience;
- Strong skills in social and digital media, including content management;
- Strong communications planning skills;
- Experience working with website content management systems;
- Light graphic design skills and experience with Adobe Suite;
- Strong interpersonal and presentation skills;
- Strong written and verbal communication skills;
- Self-motivated with a desire to exceed objectives;
- Experience working in a fast-paced environment; and
- Strong multi-tasking and time management skills.

**TO APPLY**

Applications may be sent by writing, fax or email to:

Health Care Foundation  
71 Goldstone Street, Suite 103  
St. John's, NL A1 5C3  
Email: [allison.noseworthy@healthcarefoundation.ca](mailto:allison.noseworthy@healthcarefoundation.ca)  
Fax: 709-777-590

Deadline for applications: Applications must be received by Sunday, March 31, 2019.