



Job Posting

Position: Marketing & Communications Coordinator (Full-Time, Permanent)

Reports to: Senior Development Officer, Hotel Dieu Shaver Foundation

Hotel Dieu Shaver (HDS) Foundation effectively raises and stewards funds to support Niagara's only rehabilitation and complex care hospital, Hotel Dieu Shaver. Donors play an important role in the health care provided in our communities. HDS Foundation relies on the generosity of the community to help meet the needs of patients at HDS since funding from the government does not support the purchase of capital equipment and specialty programs.

Position Summary

The Marketing & Communications Coordinator is responsible for the implementation of all communication and marketing strategies that align with the strategic plan for Hotel Dieu Shaver Foundation. This role is vital in building awareness of Hotel Dieu Shaver Foundation in the community, through management of the Foundation's website, social media, and promotion of signature events. The Marketing & Communications Coordinator will tell our story and show the positive impact Hotel Dieu Shaver has on the lives of patients across Niagara through patient & donor stories, newsletters and donor impact reports.

Primary Responsibilities

Communications

- Plan, manage, implement and monitor the Foundation's social media strategy, in partnership with the HDS Communications Department, to increase awareness and engagement with our online community.
- Develop a strong understanding of the Foundation's target audiences and use this knowledge to effectively create and distribute content.
- Maintain and develop the Foundation's website (www.foundation.hoteldieushaver.org) as well as micro-sites as needed.
- Media relations activities including: writing press releases and media advisories, maintaining a digital news archive, and participating in strategic communication efforts.
- Photography and videography (including editing) for publications and community outreach.

Marketing

- Assist in the promotion of the Foundation's signature events, including designing and developing marketing materials, and writing speeches.
- Design and content creation for the Foundation's bi-monthly e-newsletter, radio ads, and annual Donor Impact Report.
- Assist in coordinating and writing grateful patient and donor impact stories for print and online.
- Collaborate with the Foundation team to develop external promotional materials (ex: cases for support, PowerPoint presentations, brochures).
- Connect with HDS staff and patients, as well as the Foundation's fundraising team, to generate new meaningful content to engage donors.



Administrative Support

- Organize and attend monthly board meetings and other committee meetings as required.
 - Prepare agendas, draft minutes and other materials as required.
- Help ensure a high level of donor stewardship by assisting with the Foundation's donor wall updates, creating thank you letters and executing an annual thank-a-thon.

Required Skills, Knowledge and Experience

- Post-secondary degree in Communications, Marketing, Public Relations, or a related field, or a specialized diploma in communications combined with experience.
- Must have 1-3 years of progressive communications experience, preferable in the non-profit sector.
- Strong design and editing skills with 1-2 years of experience with Adobe Creative programs.
- Experience with content management for website (ex: AKA Raisin).
- Photography/Videography and editing skills is an asset.
- Excellent written and verbal communication skills, especially in the area of correspondence and report writing.
- Experience managing social media on behalf of an organization, including Instagram, LinkedIn, Facebook, YouTube and X ("Twitter").
- Must possess a high degree of resourcefulness, flexibility, adaptability and have the ability to work effectively with minimal supervision.
- Dedicated to promoting the Foundation's fundraising priorities through developing excellent relationships with staff, patients and donors.
- Ability to work in a manner that exemplifies the core values of Hotel Dieu Shaver and Hotel Dieu Shaver Foundation.
- Valid Ontario Driver's license required.

Position Details

- Full-time (37.5 hours/week) permanent position. Flexibility is required as this position includes some evening and weekend needs.
- Comprehensive employee health benefits, paid vacation, and participation in the Healthcare of Ontario Pension Plan (HOOPP).

Vaccines (COVID-19 and others) are a requirement of the job unless you have an exemption based on medical or other grounds pursuant to the Ontario Human Rights Code.

We invite you to join our friendly work environment! Please submit your resume and cover letter (including salary expectations) by Friday, June 14, 2024.

Email: Kristina.manzi@hoteldieushaver.org

Mail: Hotel Dieu Shaver Foundation
c/o Kristina Manzi, Interim Executive Director
541 Glenridge Ave, St. Catharines, ON L2T 4C2

Hotel Dieu Shaver Foundation is committed to an inclusive, accessible and welcoming hiring process that provides reasonable accommodation to all applicants. Please advise should you require any accommodation to participate in this posting, recruitment, selection and/or assessment process.

We appreciate all applications received and advise that only those under consideration will be contacted.