



Communications and Donor Engagement - Stewardship

Reporting to the Director of Digital Strategy, the Communications & Donor Engagement Officer is an integral member of the Foundation office; joining our efforts to champion a culture of philanthropy for our Community Hospital. This position is primarily responsible for supporting the overall operations of the Foundation as it relates to marketing strategies for new and ongoing programs and special projects. This includes planning and coordinating content for all communication platforms and supporting the design and execution of all marketing materials. This position also plays an important role in the fulfillment of all donor recognition – physical and digital, working closely with our graphic designer and recognition installers.

Key to the success of this position is the ability to develop communications strategies to enhance the brand of the Foundation, target marketing opportunities to meet strategic goals, build relationships, as well as prioritize donor engagement.

The Opportunity

- Lead the development, execution, and measurement of various marketing communication plans to increase and inspire philanthropy in support of Cambridge Memorial Hospital Foundation's strategic imperatives.
- Manage a timeline that integrates all the Foundation's marketing and communication needs in partnership with the hospital to ensure strategic and maximum exposure in the community.
- Communications platform management, including content creation and strategies for website and social media, profiling, and advertising to meet sponsorship, donor and grant funder needs.
- Support and find ways to maximize integrated digital fundraising.
- Perform day to day graphic edits and updates with Adobe and Canva and coordinate with our third-party vendor on all design projects with attention to detail.
- Oversee all marketing and communications materials for all programs including videos, stewardship stories, donor appeals, marketing collateral, social media, and web content.
- Coordinate and execute updates to current donor recognition both physical and digital (walls, plaques, website) and assist with transitioning to more digital methods.
- Share donor impact through prudent stewardship.
- Write, format, and publish quality high profile communications including executive remarks, media releases, presentations, articles, advertising copy, stewardship reports, etc.
- Support other department leads in the development of their marketing strategies and plans including 'day of' Event logistics including promotion, photography, and sponsor and speaker recognition.
- Responsibly manage an operating budget that inspires awareness and achieves annual goals and KPI's.
- Liaise with Hospital employees and volunteers, including stakeholders, contractors, and patients as needed to share inspiring stories that attract community giving.

Qualifications & Skills

- A degree, diploma, or certificate in a discipline applicable to the position or an equivalent combination of experience and education and a minimum of five years' experience leading strategic communications, media relations, and fundraising is critical.
- Experience in a variety of channels from traditional (print and broadcast) to digital/social media
- Participate frequently in social media, both personally and professionally
- Exemplary writing skills with an ability to write compelling communications that capture the hearts and minds of donors, employees, and the external community.
- Excellent project planning and management skills and the ability to function efficiently under pressure with changing deadlines.
- Demonstrated success in implementation of broad-based integrated marketing and communications strategies focused on fundraising and reputation-building.
- Demonstrated leadership and people management skills.
- Versatile in social marketing (FB, LinkedIn, etc.), and in platforms such as Adobe PDF Editor, Microsoft Office Suite, Hootsuite, Mail Chimp, Google Analytics, Zoom, and Teams.
- SharePoint and WordPress experience is required.
- Superb customer and donor relations skills and interpersonal skills required for teamwork.
- Experience with Raiser's Edge NXT, or other database applications and design programs such as Canva, Photoshop, Illustrator are an asset.

This is a full-time position.

Access to personal transportation is required due to the nature of this position.

As part of our commitment to the health and safety of our patients, staff, and community from COVID-19, subject to any accommodation required by applicable human rights legislation, Cambridge Memorial Hospital requires that all staff have received all required doses of a COVID-19 vaccine approved by Health Canada.

The successful external applicant is required to provide the applicable criminal record check, as requested by Human Resources, in accordance with federal and provincial legislation. Valid criminal record checks are in original format and dated with two months from date of conditional offer from CMH.

CMH Inclusion Statement

At Cambridge Memorial Hospital (CMH), community matters to us. We acknowledge and are grateful for the opportunity to meet, work and offer healthcare on what is the traditional territories for the Anishinaabe, the Haudenosaunee, and the Chinnonton.

We are committed to providing and fostering a respectful, caring, and inclusive workplace; one that generates belonging. We want a work culture where people are free to express their authentic selves and can bring their best daily. That includes a workplace that is free from violence, harassment, and discrimination of any kind.



We welcome all applicants and encourage members of equity-deserving groups including Indigenous and LGBTQ2SIA+ communities regardless of race, gender, sexual orientation, gender identity or expression, lifestyle, age, educational background, national origin, religion, neurodiversity, or physical ability. We promise to ask if needed, and to provide reasonable accommodation to you during the recruitment and selection process to ensure an equitable experience.

To support all of us in this journey, Cambridge Memorial Hospital is an employee partner with the Canadian Centre for Diversity & Inclusion (CCDI) and provides access to all CMH members to CCDI resources and education. We encourage you to reflect upon our inclusive commitment to you as we welcome and encourage you to explore a promising future career at CMH.

Mari Iromoto Executive Champion Diversity, Equity, and Inclusion
Susan Toth, Director of Human Resources

We thank all those who apply, however only those selected for an interview will be contacted.

Resumes with cover letters are being accepted until March 4, 2024, via e-mail to slockett@cmh.org.