

Communications and Donor Engagement - Stewardship

As our Communications & Donor Engagement Officer you will be an integral member of the Foundation team; joining our efforts to champion a culture of philanthropy for our Community Hospital. Your main responsibility will be leading the development and execution of the Foundation's annual marketing strategy for new and ongoing programs, and special projects. You will plan and coordinate content for all communication platforms and oversee or perform the design and execution of all marketing assets. You will have an important role in the fulfillment of donor recognition – physical and digital - working closely with other program leads.

Key to your success will be your leadership in developing communication strategies to enhance the Foundation brand, target marketing opportunities to meet strategic goals, build media relationships, and prioritize donor engagement. You will report to the Director of Digital Strategy, while working closely with all program leads and the CMH Communications team.

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 and donor 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 emails, 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, website) and assist with transitioning to digital methods.
- Share donor impact through prudent stewardship.
- Write, format, and publish quality high profile communications including executive remarks, media releases, presentations, articles, stewardship reports, etc.
- Support program 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 KPIs.
- Liaise with Hospital employees and volunteers, including stakeholders, contractors, and patients as needed to share inspiring stories that attract community giving.

Benefits you will enjoy at CMHF:

- A comprehensive benefits package including a defined-benefit pension plan (HOOPP), with generous health/dental and EAP benefits, coordinated by the hospital's provider.
- A competitive salary range of \$60,000 – \$90,000, based on experience.
- A hybrid full-time position based on a 37.5 hour work week. Our Foundation office is located at Cambridge Memorial Hospital.
- Accrued vacation with added flexibility in your first year. Lieu time granted to compensate for evening or weekend work commitments.
- An investment in your professional development by developing a plan together. Opportunity for professional membership fee allowance (i.e.. AHP, CFRE).
- Annual no-fee vaccine clinic offered to all employees (ie. flu and COVID). Access to Hospital based learning sessions, lunch 'n learns, and wellness seminars, and Canadian Centre for Diversity and Inclusion (CCDI) training site.
- A collaborative team environment with the chance to participate in award-winning fundraising and community networking events.
- Full participation in budgeting and strategic goal setting for your portfolio, and for the Foundation.
- Challenging and meaningful work, while meeting incredible people - feel good about what you do for our Community!

Qualifications & Skills

- A minimum of 5 years' experience leading strategic communications, media relations, and fundraising is critical. Also recommended is a degree or certificate in a discipline applicable to the position or equivalent education.
- Experience in executing frequent content for various communication channels from traditional (print and broadcast) to digital/social media.
- WordPress or equivalent website experience is required.
- Experience with Raiser's Edge NXT, or other database applications and design programs such as Canva, Photoshop, Illustrator are an asset.
- 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 in a fast-paced environment.
- 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, SharePoint & Microsoft Office Suite, Hootsuite, Mail Chimp, Google Analytics, Zoom, and Teams.

- Superb customer and donor relations skills and interpersonal skills required for teamwork.

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.

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

Resumes with cover letters are being accepted until May 12, 2024, via e-mail to Sue Lockett, slockett@cmh.org.