



We are hiring an Marketing & Communications Specialist

About the Children's Hospital Foundation of Manitoba (CHFM):

The mission of the Children's Hospital Foundation of Manitoba (CHFM) is to improve the health of children everywhere, by inspiring our community to support excellence in child health care and child health research. To learn more about the Children's Hospital Foundation of Manitoba and our commitment to children's healthcare needs – visit goodbear.ca

If you would like to be part of a dedicated team, we are currently looking for a Marketing and Communications Specialist.

The Opportunity:

Under the general direction of the Vice President of Marketing and Communications, and reporting to the Manager of Marketing and Communications, the Marketing and Communications Specialist is solutions-focused, and is responsible for creating and coordinating communications, promotions, and digital/social media strategies and campaigns to support Foundation activities.

Key Responsibilities

- Manage and run online distribution of digital content, including website, and social media accounts; ensuring digital applications and strategies meet business and end-user needs; developing and reporting all analytics including, website, social and broadcast media.
- Develop quality communications materials across multiple channels and audiences, including but not limited to presentations, Q&A documents, event programs, marketing and collateral materials, social media, website, newsletters, and other communications as required.
- Provide communications and marketing support for Foundation events, and fundraising initiatives. Some evening and weekend work required.
- Maintain positive working relationships with members of the Foundation stakeholders, Foundation audience, and media
- Collaborate with the Children's Hospital Research Institute of Manitoba (CHRIM) to effectively support and promote research activities of interest to CHFM audiences.
- Ensure the consistency of CHFM brand across all media

Qualifications

- Relevant post-secondary education in communications, public relations, or marketing/digital media from a recognized institution, or an equivalent combination of education and experience required
- Five years' work experience in a marketing and communications position
- Demonstrated experience leading and executing creative, strategic communication initiatives for a variety of media (print, web, video, social media) in a fast-paced environment
- Ability to work extended hours as necessary and to adjust to changing priorities

Qualifications

- Demonstrated understanding of target audiences
- Superior oral and written communication skills, with the ability to communicate clearly and effectively in plain language to a variety of audiences with excellent presentation skills
- Demonstrated ability to work independently and collaboratively as part of a team, working effectively with staff at all levels within the organization
- Demonstrated positive, well-developed interpersonal skills and strong customer service skills
- Proven track record of integrity and trust, with the ability to deal with confidential and sensitive information
- Demonstrated effective deadline management and project management skills
- The ability to accurately maintain and manage multiple projects simultaneously
- Capable of independent research, keen problem solving skills, able to find possible options as a solutions to challenges as they arise
- The ability to represent the Children's Hospital Foundation of Manitoba in a professional manner
- High level of proficiency with Microsoft Office Suite is essential
- Demonstrated social media skills and use of specialized software tools to design, develop, and produce HTML pages, multimedia, and other web content as required (InDesign, HTML, CSS and WordPress)
- Experience with PPC advertising such as Google AdWords, Google Display Network, Retargeting, Bing Ads and social media advertising (Facebook ads, Twitter Promoted Posts)
- Familiar with photography, videography and basic editing is an asset
- SEO skills and experience; experience with Google Analytics, Hootsuite analytics and other results-driven tools

Salary

The Children's Hospital Foundation of Manitoba offers a competitive salary and benefits package.

For Further Information or to Apply

If you thrive in a fast-paced environment, and are committed to delivering quality service, apply to Posting #20201. Please include three business references with your resume. Email your cover letter and resume to Angie Munch at amunch@hsc.mb.ca Applications will be accepted until 4:30 p.m. Monday, August 31, 2020.

Thank you to all candidates interested in working with the Children's Hospital Foundation of Manitoba. Candidates selected for interviews will be contacted.

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Let's make anything possible.