



We are hiring a Marketing & Communications Specialist

Let's make anything possible! Apply now to join the Foundation Team.

The Children's Hospital Foundation of Manitoba (CHFM) is dedicated to improving children's health by inspiring our community to support excellence in child healthcare and research. Help ensure sick children receive the care they need in comfortable and healing environments, state-of-the-art equipment, and world-class pediatric research. To learn more about the Children's Hospital Foundation of Manitoba and our commitment to children's healthcare needs, please visit goodbear.ca.

Are you a dynamic storyteller with a passion for purpose-driven work? Do you thrive in a fast-paced environment, bringing creativity, strategy, and empathy to everything you do? Join our dedicated team at the Children's Hospital Foundation of Manitoba as a Digital Communications & Marketing Specialist, where you'll use your talents to help make life better for sick and injured kids across our province.

About this role:

In this diverse and rewarding role, you will lead our digital communications and marketing efforts. You will bring strong writing and editing skills to create compelling content, support fundraising campaigns, and engage audiences through storytelling, social media, and digital strategy. You will work closely with fundraisers, particularly those focused on our Children's Miracle Network partners, and help share powerful stories from children and families supported by the hospital.

This role demands a blend of creativity, technical skill, strategic insight, and passion. You'll manage multiple projects, meet deadlines gracefully under pressure, and approach your work with a calm, solutions-oriented mindset.

Key Responsibilities:

- Lead digital marketing strategy to increase engagement and support for the Foundation's brand and fundraising campaigns.
- Write, interview, and edit compelling stories for web articles, email, and social media.
- Design and implement email campaigns, track performance, and optimize for success.
- Regular design of the digital donor wall.
- Manage and grow busy social media platforms with thoughtful, responsive content.
- Analyze and report on social, web, email, and digital ad performance metrics.
- Manage Google and media partner display advertising and SEO optimization.
- Design materials using Adobe Creative Suite and Canva (graphic and basic video).
- Coordinate and support small media events, photo shoots, and video production.
- Provide occasional support at weekend/evening events and monitor social media as needed.
- Update and manage website content.
- Collaborate with fundraisers and the communications team on storytelling, content, and design for campaigns.
- Uphold and consistently follow brand tone, messaging, and visual guidelines.
- Participate in sharing emotionally sensitive stories with compassion and respect, cultivation, and stewardship of prospective donors, following industry best practices.

We are looking for:

- A positive, ethical, and communicative professional with excellent interpersonal skills.
- 2 – 4 years of work experience in marketing and communications.
- Proven excellence in writing, interviewing, and editing.
- Strong digital marketing experience including SEO, display ads, and social strategy.
- Willingness to learn new programs.
- Calm under pressure; highly organized with the ability to project manage and prioritize multiple projects.
- Creative thinker with solid graphic design and video editing skills.
- Analytical mindset with experience reporting on digital marketing performance.
- Up to date with the latest social media, email, and web marketing trends.
- Experienced in event and media coordination.
- Compassionate and comfortable working with children and emotionally complex stories.
- A team player who also thrives when working independently.

Technical Requirements:

- Proficient in: Adobe InDesign, Photoshop, Illustrator, Canva
- Basic video editing (Premiere Pro or similar)
- Requires WordPress and basic HTML.
- Microsoft Office
- Some photography experience/training preferred.

Salary

We offer an attractive compensation package with a competitive salary and employer-paid benefits.

To apply

Please send your resume, cover letter, and portfolio or samples of your writing/design work to amunch@goodbear.ca by Monday, May 12, 2025, at 8:30 a.m.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.