

Title: Marketing Coordinator

Full-Time Permanent Position

Annual Salary: \$63,000 – 75,000

Organization: University Hospitals Kingston Foundation (UHKF)

Location: Kingston, Ontario

Start Date: February 20, 2023

ABOUT UHKF:

UHKF is the charitable organization focused on raising awareness and philanthropic support for equipment, modernized infrastructure, and healthcare innovations for Kingston Health Sciences Centre, the largest acute care academic health sciences centre in Southeastern Ontario, and Providence Care, southeastern Ontario's leading provider of specialized care in aging, mental health, and rehabilitation. With a bold strategic plan and mission to inspire, UHKF plays an integral role in raising the funds necessary to ensure our healthcare partners can deliver innovative developments in health care for the next century.

POSITION SUMMARY

Reporting to the Director, Marketing & Communications, the Marketing Coordinator aims to increase public awareness of the University Hospitals Kingston Foundation through implementation of the strategic communications and marketing tactics (i.e. storytelling, advertising, social media etc.) to engage and inform prospective and current supporters of the Foundation and its healthcare partners.

YOUR CONTRIBUTIONS TO THE FOUNDATION WILL INCLUDE:

- Assisting with implementation of strategic internal and external communications and direct marketing programs through creative design, photography and videography, media relations, community relations, social media, publications, website and planning expertise.
- Designing materials including fact sheets, articles, newsletters, advertisements, programs and invitations.
- Recommending and overseeing the content and production of promotional printed and digital materials including brochures, newsletters, advertisements, posters, flyers, websites and multimedia productions.
- Managing and monitoring social media platforms, while creating and organizing social media content (e.g. copy and imagery, Facebook/Instagram and Google advertising), and analyzing data.
- Updating the website and liaising with hospital webmasters to ensure availability of up-to-date content.
- Working with colleagues to support communications and marketing needs of specific fundraising programs, including special events, annual programs, planned giving, direct mail and major gifts. Carrying out social media monitoring and evaluation of marketing and communications.

- Liaising with external suppliers retained for purposes of branding, marketing, graphic design, writing, editing, or printing, as required.
- Interacting directly with media, writing and distributing media releases and event notifications for the Foundation, as required.
- Supporting the Manager in preparing materials for the Marketing and Communications Advisory Committee and the UHK Foundation Board of Directors as requested.
- Drafting, reviewing and implementing materials including, but not limited to, media releases and advisories, granting proposals and presentations, articles, newsletters, reports, advertisements and invitations.

QUALIFICATIONS:

- Minimum 1-2 years communication and marketing experience in institutional and/or not-for-profit environments.
- Minimum 1 year of design experience with extensive knowledge and demonstrated ability of all Adobe Creative Suite applications.
- Post-Secondary education in advertising, marketing, communications, graphic design, public relations, or a related field; an equivalent combination of education and related work experience may be considered.
- Exceptional written and oral communications skills including the ability to write, evaluate and edit the content, structure, and format of a range of written material.
- Adept at using web content management tools and Google analytics.
- Demonstrated ability in the effective use of social media, social media advertising and analytical tools.
- Photography skills: ability to capture and produce high-quality photographs as well as the technical skills necessary to edit photos. Videography skills would be considered an asset.
- Excellent organizational ability; capacity to prioritize and meet deadlines in a fast-paced, and sometimes quickly changing, environment.
- Ability to be self-directed, but able to work as part of an effective team.

A satisfactory Criminal Vulnerable Sector Check will be required.

This position offers a competitive benefits package and pension program (HOOPP). UHKF also offers work life balance in an inspirational and supportive environment. Our commitment to equity is grounded in an institution-wide commitment to fostering a diverse, inclusive, and accessible work environment. We encourage people from all backgrounds to apply. Please inform us if you require accommodations during the recruitment process

Please submit a cover letter and resume to admin@uhkf.ca

We thank all applicants, but only those selected for an interview will be contacted.