



Communications Officer

Do you love using your creativity to craft compelling stories that inspire people to make philanthropic gifts? Are you energized by being a key player in marketing fundraising programs from across the organization? If you derive job satisfaction by knowing you are making an impact on the health of our community, consider joining our team!

With exciting plans on the horizon, the Georgetown Hospital Foundation is seeking a Communications Officer to implement the strategy and tactics of our fundraising and donor appreciation programs. The position is based out of our offices at Georgetown Hospital with typical weekday hours and flexibility for remote work.

Reporting to the Associate Director, Philanthropy & Events, this is a full-time position with a hiring range of \$50,000-55,000, three weeks of holidays, defined benefit pension plan, wellness program, professional development support, annual compensation review and other great perks.

About Georgetown Hospital Foundation

The Georgetown Hospital Foundation partners with our community to build awareness and inspire giving to raise funds for essential equipment and services for Georgetown Hospital. We are grateful for the tremendous support from individuals and businesses in Halton Hills and West Brampton that help the Foundation fund the highest priority equipment, capital and program needs of the hospital.

Our team executes a diverse portfolio of fundraising activities, supported by a strong core of volunteers and our Board of Directors. The Foundation is poised to enter an exciting period that will transform healthcare in our community in the years to come.

Key Responsibilities and Accountabilities

Communications:

- Write and create content for print materials, video, web and social media, ensuring a consistent “voice” for the Foundation in external communications
- Develop and maintain social media and donor engagement calendars and act as key contact in collaboration with colleagues and volunteers
- Disseminate content across a variety of social media platforms and track metrics
- Engage with social media activity for all Foundation platforms on a daily basis
- Work closely with internal hospital staff to identify opportunities to tell stories that demonstrate donor impact

- Coordinate development of Foundation e-newsletters, impact reports and other external communications
- Ensure Foundation website content is up to date and create new pages as required
- Support individual, team, corporate and community partner fundraising web pages
- Coordinate external suppliers/vendors to produce communications and stewardship materials

Annual Giving:

- Coordinate content and production of direct response programs with external provider, including existing direct mail and e-solicitation programs, and donor acquisition campaigns
- Lead grant proposal development, submission and reporting

Other Duties:

- Track and report on communication and annual giving program effectiveness, providing input into business development strategies
- Support other programs (special events, gift entry) during peak periods

Qualifications and Experience

We endeavor to hire individuals who exemplify our mission, vision and values of accountability, respect and excellence which guide our individual behaviours and attitudes.

- Completion of a diploma or degree from a recognized community college or university and/or one to three years of related experience preferred. Completion of a communications, English or fundraising management diploma or degree from a recognized community college or university is a strong asset.
- Experience in creating and editing inspirational stories and messaging
- Familiarity with print and electronic communication production
- Knowledge of social media platforms and online marketing best practices
- Expertise with MS Office, WordPress and digital communications
- Fundraising or not-for-profit experience an asset
- Knowledge of customer relationship management systems, such as Raiser's Edge, an asset
- Graphic design experience an asset
- Demonstrated self-confidence, initiative, perseverance and integrity
- Ability to maintain a positive, flexible and responsive attitude
- Demonstrated team player who interacts with co-workers, donors, volunteers, healthcare professionals, patients and their families in a way that demonstrates that everyone involved with GHF is valuable
- Demonstrated caring and respect; treats each and every colleague, donor and volunteer with understanding and kindness and responds appropriately to the needs of self and others
- Strong communicator; listens for clarity and meaning, and speaks in an honest and straightforward manner to ensure mutual understanding in a conversation
- Ability to prioritize multiple projects with strong attention to detail while adhering to deadlines

Other Job Requirements/Working Conditions

- Hybrid role, working out of shared office space at Georgetown Hospital when onsite
- Flexibility to work occasional non-traditional work hours that might include evenings or weekends based on operational needs

Candidate Selection Process

- Applicants must submit a resume and cover letter through the Halton Healthcare careers portal
- Applicants advanced in the process will be contacted within seven days of the closing date
- The selection process will include a short phone screening interview and at least one virtual or in-person panel interview, all to be held over a two to three-week period
- A one-page writing sample will be requested from those selected for an in-person interview
- Reference checks will be conducted for the preferred candidate
- A criminal background check and signed confidentiality agreement are required for the preferred candidate
- New hires at Halton Healthcare are required to be compliant with the Vaccination Policy

*If you are passionate about what you do, motivated by a job well done, and are committed to excellence as we are, we'd like to hear from you. Please submit your application online **by May 20, 2024** via www.haltonhealthcare.com/careers directly to this posting and include a cover letter and current copy of your resume.*

We thank all those who apply but only those individuals selected for further consideration will be contacted.

Halton Healthcare is committed to providing accommodations for applicants with disabilities. In accordance with the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code, Halton Healthcare will provide accommodations throughout the recruitment and selection process. If you require an accommodation, we will work with you to meet your accommodation needs to ensure your equal participation.

All new hires must be fully compliant with our Vaccination Policy as a condition of employment with Halton Healthcare. Successful applicants will be required to provide proof of vaccination or proof of a documented medical exemption as part of the hiring process.

All personal information is collected under the authority of the Freedom of Information and Protection of Privacy Act.