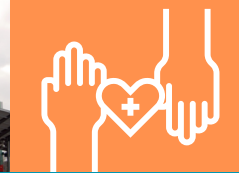




Cobequid
Health Centre
Foundation



Job Description: Marketing & Communications Coordinator



+ Cobequid Foundation - About Us

Cobequid Health Centre Foundation's mandate is to support the work of the healthcare team at Cobequid Community Health Centre through funding priority medical equipment.

More than 150,000 patients walk through our doors each year in search of one vital thing: outstanding healthcare. Whether they require emergency care, are managing a chronic illness, or need routine tests, care is available for the entire family. Cobequid Community Health Centre has the second busiest Emergency Department in Nova Scotia. Known for our extraordinary care and compassion, we go the extra mile to help our patients and clients.

Our communities' needs are diverse and ever-changing and Cobequid Health Centre continues to grow and change with them. What sets Cobequid apart is all the unique services and programs we have to offer. Cobequid is home to the only public Youth Health Centre that is accessible without a referral. Our Youth Health Centre serves almost 4,000 young adults a year, aged 13 to 25.

We do it differently at Cobequid because we are different. We are the only day hospital of our kind in Nova Scotia. The demand for quality care close to home will continue to grow along with our vibrant neighborhoods. We are people from the community, taking care of our community. Each donation helps us make a difference in the healthcare available right here in our community. We are committed to transforming the community hospital experience, but we know we cannot embark on this ambitious journey alone.

Join our Team. Together we are making our community a healthier place to live.

+ Marketing & Communications Coordinator Position Profile (1FT)

Every team member at Cobequid Foundation is integral to donor stewardship, fundraising, volunteer mentorship, and fostering a collaborative team spirit. Reporting directly to the President & CEO, the prospective Marketing & Communication Coordinator will be responsible for developing and implementing a comprehensive marketing communications and public relations strategy aligned with the mission of the Cobequid Foundation and designed to maximize the Foundation's fundraising success and public profile.

As you develop your career, we know, you will bring skills to our organization but also learn as you work with our team. Here are the highlights of what you can learn working with us:

- Learn about how a non-profit organization works and the value of working with volunteers.
- Learn about working with an accredited organization - how the reporting requirements shape our work.
- Learn about the healthcare system and observe the inner workings of a health centre.
- The importance of marketing in the competitive climate of nonprofit organizations.
- Work with a diverse team of staff, volunteers, board of directors, and management to achieve organizational goals.

Responsibilities:

- Work with the President & CEO to develop and implement an annual marketing communications and public relations plan to include external communications, internal communications, media relations, social media marketing/promotions, and community relations.
- Proactively identify and organize opportunities to increase Cobequid Foundation's brand presence and awareness.
- Develop digital strategies to grow and enhance Cobequid Foundation's fundraising and profile on all social media platforms.

- Oversee the production of all Cobequid Foundation's communication and marketing materials including our annual appeal, social media, brochures, videos, donor impact stories, and presentations.
- Work with the President & CEO to ensure the website is functional, user-friendly, and used effectively as a communication and fundraising tool.
- Communicate news and information with media through media releases about Cobequid Foundation, initiatives, and impact on community healthcare.
- Plan and develop content for newsletters and annual reports.
- Develop metrics to measure the effectiveness and efficiency of marketing strategy.
- Manage communications /public relations budget.
- Support the Walk Run and Gift of Light Steering Committees.
- Attend board and committee meetings as defined by the President & CEO. Work with each committee (Gift of Light/Walk Run) to develop promotional material within the key brand standards of the Foundation.
- Collaborate with the President & CEO and key volunteers to achieve promotional targets.
- Use tools like Canva, InDesign, and Photoshop to create promotional pieces in-house. You can bring your skills or learn on the job.
- Manage content for our TV monitors.
- Working with the President & CEO, develop and manage our two - 60,000-piece annual mailouts. Making a strong contribution to the design elements.
- Support the Foundation team and ensure updates on project progress.
- Research and develop regional and community partnerships.

Key Duties:

- Develop and execute marketing & communication strategies to increase brand awareness and donor engagement for the Cobequid Foundation.
- Design and implement strategies for increased contributions.
- Collaborate with the President & CEO to communicate the Foundation's vision.
- Maintain the donor database and act as a positive ambassador for the Foundation.

Volunteer Engagement:

- Guide committees, encouraging volunteerism within the center and the community.
- Support committee volunteers through timely communication and recognition events.

+ Preferred Skills

- You have a relevant post-secondary degree (public relations, communications, marketing) or equivalent training and experience. This role welcomes recent graduates who possess a strong drive to enhance their skills further.
- knowledge and experience in the health sector is an asset.
- You are proficient in CRM databases and data entry or demonstrate a strong motivation to learn.
- You can adjust to changing priorities.
- You describe yourself as outgoing, persistent, and energetic with superior people skills.
- You excel at multi-tasking, have great attention to detail, excellent organizational skills, and are adaptable to rapidly changing situations and demands.
- You work well both independently and as a team player.
- You have excellent written and verbal communication skills as well as great computer skills.
- You like to add humor and creativity to your job.

+ All the Details

- Report to the President & CEO
- Work collaboratively with our President & CEO, Accounting & Donor Services Coordinator, Gift Development Officer & Special Events Coordinator
- Position Location: Cobequid Community Health Centre in Lower Sackville, Nova Scotia. 100% in-person role due to the nature of the work.
- Work in an office environment and may participate in external fundraising activities.
- Expected to fulfill job requirements within prescribed working hours.

- Requires flexibility in working hours to accommodate fund development activities. Very Occasional evenings and weekends. Namely for community outreach events and several supporting committee meetings.
- Successful criminal records check.
- Adheres to confidentiality guidelines outlined in Foundation policies.
- Valid Nova Scotia driver's license and access to a vehicle.
- No supervisory responsibility; may provide mentorship to new staff, students, or interns.
- Wage Band: \$38,000-\$48,000
- Benefits: Ask for details on our Medical, Dental, Pension
- Anticipated start: April - June 2024

+Ready to Join Our Team

Submit a resume & cover letter to by 4:00pm May 24th, 2024 to:

Stacey Chapman, President & CEO, Cobequid Health Centre Foundation

2203-40 Freer Lane, Lower Sackville, NS B4C 0A2

stacey.chapman@nshealth.ca

Learn more about us on our website: www.cobequidfoundation.ca