



Job Posting: Marketing and Communications Associate (12 Month Contract – 37.5 Hours/Week)

Overview of the Job

Reporting to the Manager of Marketing and Communications, the Marketing and Communications Associate maintains the organization's website and social media channels, supports the development of advertisements and marketing materials, coordinates the electronic newsletter and supports Hospice Niagara's Speakers' Series.

The Marketing and Communications Associate creates and upholds Hospice Niagara's corporate brand, both internally and externally, as well as assists with the development and implementation of a broad range of communication strategies that support a favourable reputation of the organization amongst key stakeholders.

The Marketing and Communications Associate performs all duties in a safe and healthy manner, in accordance with Hospice Niagara's policies and procedures, the Occupational Health and Safety Act, and all other applicable legislation.

Key Responsibilities

- Ensuring goals and objectives are developed and executed in alignment with the vision, mission, values and strategic priorities of Hospice Niagara
- Assisting with the creation and management of the organization's corporate brand identity through developing, implementing, and evaluating marketing and communication plans, in collaboration with committees, staff and volunteers
- Identifying and deploying public relations strategies, including developing a wide variety of content and tools tailored to various audiences (i.e. ads, interviews, media releases, newsletters, editorial, social media, website, annual reports, community presentations/talks)
- Cultivating relationships with local media and other key stakeholders to maximize public relations opportunities
- Leading the research and development of grant proposals
- Providing support to fundraising events and activities, including third party fundraising events
- Working proactively to protect the interests of the organization and mitigate risk, whenever possible; advising supervisor of issues and working with a solutions-based approach
- Assisting with the development of grant applications, including report submissions
- Providing backfill coverage to Communications and Fund Development Coordinator, when required
- Providing input to achieve accreditation standards and ensure program standards are continuously maintained, including marketing and communications policies and procedures
- Raising positive community awareness of hospice palliative care and of the programs and services provided by Hospice Niagara
- Demonstrating personal initiative and participation in other aspects of working for a non-profit organization, including participating in organizational events and fundraising activities
- Mentoring, supervising and training volunteers and students in marketing and communications processes
- Performing general office duties such as filing, photocopying, and answering telephones
- Other duties, as assigned

Academic, Training, Knowledge & Experience

- Bachelor or graduate degree in Communications, Marketing, or Business Administration, or an equivalent combination of education and experience
- Post-graduate training in Marketing, Public Relations, or Graphic Design (considered an asset)
- At least two years of experience in marketing and communications
- Exceptional experience writing tailored messaging for various audiences
- Additional training in fundraising, website content and design, graphic design, or photography (considered an asset)
- Understanding of health care systems and experience working in a non-profit setting (preferred)
- Vulnerable Sector Police Check (favourable, within past 12 months)
- Fundamentals of Palliative Care (preferred, must be completed within 12 months of hire)
- First Aid/CPR (preferred, must be taken within 12 months of hire)
- Mask Fit (preferred, must be completed within 12 months of hire)
- Safe Food Handling (preferred, must be completed within 12 months of hire)

Skills, Competencies and Other Attributes

- High degree of self-direction and self-motivation
- Strong planning, administrative and organizational skills
- Exceptional customer service, time management and prioritization skills
- Experience effectively communicating information in one-on-one and group settings
- Exceptional verbal and written communication skills in English (proficiency in French and other languages considered an asset) with an ability to adjust communication style for the audience
- Proven track record of fostering collaborative partnerships and teamwork, with the ability to easily converse with target audiences in a compelling manner
- Strong analytical, problem solving, conflict management and critical thinking skills
- High degree of resourcefulness, flexibility and adaptability
- Ability to lead large scope projects, while simultaneously managing and supporting day-to-day priorities
- Strong dedication to the vision, mission and values of Hospice Niagara
- Proficiency in MS Word software (Word, Excel, PowerPoint), Graphic Design Software (Adobe, Photoshop) and social media (Facebook, Twitter, YouTube, Mail Chimp) and Website development
- Willingness and flexibility to work varying shifts, including days, nights, evenings, weekends, and holidays based on organizational needs
- Occasional travel may be required; use of personal reliable vehicle and adherence to insurance policy requirements
- Other duties, as assigned

Application Instructions

Applications will be accepted until midnight on **January 11th, 2019**. Applicants are to send their cover letter and resume as MS Word or PDF attachments via email with **Marketing and Communications Associate** in the subject line to **careers@hospiceniagara.ca**.

Hospice Niagara is an equal opportunity employer. In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), individuals requiring accommodation during the application/recruitment process should advise Human Resources so arrangements can be made. All personal information is collected under the authority of the Freedom of Information and Protection of Privacy Act.

We thank all who apply, however, only those selected to proceed in the recruitment process will be contacted. No phone calls please. For more information about Hospice Niagara, please refer to our website: www.hospiceniagara.ca.