



## Communications Officer

West Park Foundation

A nationally recognized leader in rehabilitation and complex care, West Park Healthcare Centre helps people recovering from serious injury and illness get their lives back. The specialized rehabilitation provided at West Park empowers patients with the skills, knowledge and confidence to lead productive and independent lives in the community.

To meet the rising demand for its services, West Park is redeveloping its 27-acre Toronto campus, including construction of a new, state-of-the-art hospital slated to open its doors in 2023.

West Park Foundation has launched the \$80 million *Get Your Life Back Campaign* – the largest fundraising endeavour in the history of West Park – to support the capital costs of the new hospital. The Foundation is looking for a highly-motivated, creative individual to join its team. Reporting to the Director, Communications & Marketing, the Communications Officer will support the donor ask across the organization through the development of high-quality communication products for a wide-range of print and electronic media.

### Accountabilities

- Work with the Director, Communications & Marketing to develop and execute impactful communications strategies to support the Foundation's capital campaign, annual program and signature special events.
- Research, write and edit compelling major gift proposals, newsletter and annual report stories, website and social media content, letters and other copy as required.
- Manage the Foundation's social media accounts, developing strategies and content to raise the profile of Foundation initiatives.
- Manage the Foundation's website, including posting new content, analyzing its performance through Google Analytics and providing recommendations for improvement.
- Provide communications support to Foundation special events.
- Coordinate the production and distribution of communication products.

### Skills

- Demonstrated exceptional writing and editing skills
- Ability to translate complex information into an accessible, compelling narrative
- Strong research and analytical skills
- Ability to plan and prioritize in order to meet specific goals and deadlines
- Excellent interpersonal and communication skills
- Strong MS Office skills; ability to use Adobe Creative Suite an asset
- Familiarity with WordPress and Google Analytics
- Photography skills an asset
- Ability to work in a manner that exemplifies the core values of West Park: Excellence, Respect, Trust, Collaboration and Accountability

### Experience

- Degree or diploma in communications, marketing or related field
- 2 – 5 years of experience in communications, including planning, writing and editing and digital communications
- Knowledge and understanding of the fundraising and/or healthcare environment desirable

**Submit your resume and cover letter to:** [FoundationJobs@westpark.org](mailto:FoundationJobs@westpark.org)

Please include 'Communications Officer' in the subject line.

**Closing Date: November 12, 2021**

Applicants must be legally eligible to work in Canada.

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