

Job Title: Director of Marketing, Communications and Community Engagement

Competition #	6060
Job Title	Director of Marketing, Communications and Community Engagement
Department	Health Sciences North Foundation
Status	Temporary (September 2024 to March 2026)
Work Type	Full-time
Affiliation	Non-Union Management
Shift Assignment	Days
Bilingualism Required	N/A
Police Check Requirement	N/A
Site	HSN Foundation Management
Salary Information	\$95,000-\$105,000
Application Closing Date	July 15, 2024

ABOUT HEALTH SCIENCES NORTH (HSN) & THE FOUNDATIONS AT HSN, THE OPPORTUNITY

Welcome to the heart of cutting-edge healthcare innovation and excellence - Health Sciences North (HSN). Based in Sudbury and serving the vast expanse of Northeastern Ontario, spanning nearly 300,000 square kilometres, we stand as a beacon of exceptional care for nearly 600,000 residents. At HSN, we don't just provide healthcare; we redefine it.

As a regional, academic teaching, and research driving force, we lead the charge in a multitude of specialties, including cancer care, cardiac care, emergency care, pediatrics, mental health, and surgical care, among others. We are the epicentre of specialized care in the Northeast, pioneering breakthroughs and setting the gold standard for patient outcomes. But we don't stop there. HSN is a hub of discovery and learning, home to the prestigious Health Sciences North Research Institute and the ground-breaking Labelle Innovation and Learning Center. Here, minds collide, and ideas flourish, driving the future of healthcare forward.

Through the unwavering dedication of our Foundations - Health Sciences North Foundation, NEO Kids Foundation, and Northern Cancer Foundation - we channel the generosity of our community into tangible improvements in patient care. From specialized pediatric care to cancer treatment, from healthcare research to ground-breaking innovations in delivery, every dollar raised makes a difference, touching the lives of our patients in profound and meaningful ways.

Join us in our mission to transform healthcare, one patient at a time. Together, we're not just shaping the future - we're defining it.

THE OPPORTUNITY

Do you want to create a genuine impact and make a difference? If you are a seasoned and enthusiastic marketer, communications expert, relationship manager and fundraiser dedicated to making a tangible difference, it is an exciting time to join the Foundations at Health Sciences North. This role will be integral to HSN's upcoming landmark fundraising campaign, which will transform how and where we care for people living in Northeastern Ontario. This campaign will stand as the most significant fundraising endeavour in our region's history. It embodies an ambitious vision for the future of healthcare in Northeastern Ontario. In addition to leading a team of professional marketers, communicators and fundraisers, the Director, Marketing, Communications and Community Engagement will provide overall leadership for key brand, communications and community engagement strategies aimed at growing fundraising revenue aligned with hospital priorities. We encourage candidates with a strong passion for healthcare philanthropy and eagerness to learn to apply, even if they do not meet all the above qualifications and experience.

Our supportive management team and Foundation are committed to creating an inclusive, collaborative, and purpose-driven environment where everyone can thrive and make a difference.

"In my previous roles in the charitable sector, I handled all aspects of donor relations singlehandedly. Since joining the Foundations, I now have a team to help develop and execute the layered work involved in front-line fundraising." - Cecilia Aparicio, Stewardship & Philanthropy Officer with 13 years of fundraising experience.

"There is a collective eagerness from our teams to bring stories of resilient patients, compassionate staff, and driven donors to life in our community, and my job lets me be close to the amazing, life-changing work that happens here every day." - Jessica Lopatka, Senior Manager, Brand Marketing & Communications with four years of fundraising experience.

POSITION SUMMARY:

The Director of Marketing, Communications, and Community Engagement is a senior leadership role within the Foundations of HSN, responsible for developing and executing comprehensive strategies to raise funds and awareness. This individual will lead marketing, communications, annual giving, lottery programs, signature events, and third-party events, ensuring cohesive and aligned messaging with the hospital's brand and communications team. The Director will also cultivate and maintain relationships with community partners to drive fundraising efforts and enhance the Foundation's presence in the community.

RESPONSIBILITIES:

1. Marketing and Communications:

- Lead the strategic development and implement of the overarching marketing and communications strategies to elevate the Foundation's profile- leading to increased fundraising revenues in major gifts, planned giving, annual giving, lottery and community fundraising.
- Develops and leads strategy for content creation for various channels including digital platforms, print materials, and media relations.
- Works closely with the Senior Director of Major Gifts to develop strategies to deliver customized impact and stewardship messaging and branding to all foundation donors.
- Analyze and report on the effectiveness of marketing campaigns (revenue, market penetration, engagement, etc.) making data-driven adjustments.
- Lead the marketing and communications efforts for major fundraising capital campaigns.
- Develop a compelling brand narrative and campaign theme that emotionally resonates with potential donors, emphasizing the campaign's impact on the community and the hospital's mission.
- Create targeted marketing materials, including brochures, videos, social media content, and press releases, that effectively convey the campaign's goals and importance.
- Implement strategic donor engagement tactics, such as personalized stories, testimonials, and impact reports, to build emotional connections and inspire generosity.
- Monitor and analyze the campaign's marketing and communication efforts, adjusting strategies to maximize donor engagement and contributions.
- Collaborate with the hospital's brand and communications team to ensure consistent messaging.

2. Annual Giving:

- Provide strategic oversight on the development and growth of the Foundations annual giving program (monthly, direct marketing, donor acquisition, donor retention, stewardship, and engagement). Ultimately growing the number of donors supporting the organization.
- Lead the development and execution of fundraising campaigns that will attract and retain donors to support the work of HSN and HSNRI.
- Cultivate and steward relationships with individual donors, corporate sponsors / donors, foundations and community partners.
- Utilize data-driven approaches to identify growth opportunities and maximize donor engagement – through the effective use of Raisers Edge.

3. Lottery Programs:

- Provide strategic direction and oversight to the Foundation's very successful 50/50 lottery program, ensuring growth strategies, communications and brand strategies and regulatory compliance.
- Oversight of marketing strategies to promote lottery participation and maximize revenue month over month.
- Monitor and report on program performance, making data-informed decisions to optimize outcomes.
- Provide direction to the organization on the introduction of new lottery initiatives to further drive revenue for the organization

4. Signature and Third-Party Events

- Oversee a team of fundraising event professionals responsible for planning, coordinating, and executing signature fundraising events, supporting third-party event organizers, and managing cause marketing initiatives.
- Provide strategic direction and oversight of signature fundraising events in alignment with the Foundation's goals.
- Oversee the development and maintenance of a pipeline of third-party event prospects with an annual revenue goal. This involves cultivating relationships with third-party event leaders to enhance revenue and retention.
- Conceptualize and launch a signature peer-to-peer fundraising event aimed at engaging the corporate community and hospital staff, promoting widespread participation and support.
- Monitor and evaluate the event's performance, gathering feedback and analyzing data to enhance future iterations and increase fundraising outcomes.

5. Leadership and Collaboration:

- Serve as a member of the Foundations management team, developing strong relationships with peer Directors and respect among the entire staff team.
- Conduct performance reviews, set team goals, and provide ongoing feedback to ensure team development and achievement.
- Lead and mentor a team of marketing and fundraising professionals, promoting a collaborative work environment.
- Attend third-party and community events on behalf of the Foundations.
- Develop and maintain strong relationships with key hospital leaders and departments to stay informed about important initiatives and research breakthroughs. Regularly liaise with key HSN personnel to gather impactful stories and updates that can be shared with donors and the broader community.
- Ensure that marketing and communication efforts accurately reflect the hospital's most current and significant advancements, thereby enhancing donor engagement and support.

6. Operational Excellence:

- Ensure activities are promptly and accurately recorded in Raisers' Edge.
- Contribute to the annual business planning process including the development of budgets
- Collaborate with Foundation teams on gift administration, research, proposal development, recognition, and stewardship.
- Collaborate with vendors and consultants to ensure their services align with and support the organization's goals and initiatives.
- Stay abreast of industry best practices and new fundraising initiatives.

QUALIFICATIONS & COMPETENCIES:

- Bachelor's / Master's degree in Marketing, Communications, Public Relations, Business, Nonprofit Management, or a related field; or equivalent experience.
- Minimum of 7-10 years of experience in marketing, communications, and fundraising, preferably within a nonprofit or healthcare environment.
- Proven track record in developing and implementing successful marketing and communication strategies.
- Strong experience in fundraising, annual giving, event management, and lottery programs.
- Excellent interpersonal and relationship-building skills, with the ability to engage and inspire diverse audiences.
- Excellent interpersonal and communication skills to build and maintain relationships with hospital leaders and staff.
- Strong storytelling abilities, with a focus on creating engaging narratives that highlight the hospital's initiatives and successes.
- Proactive approach to staying informed about hospital and research activities to effectively communicate their importance to donors and the community.
- Strong leadership and team management skills, with the ability to mentor and develop staff.
- High emotional intelligence and cultural competency, enabling strong relationships within the Foundation and community.
- Exceptional written and verbal communication skills.
- Passion for healthcare philanthropy and community engagement.
- Knowledge of fundraising regulatory requirements and best practices.
- The successful candidate will be required to obtain a current police criminal record check and will be required to adhere to HSN's workplace health and safety requirements.

WHAT WE OFFER:

The Foundations at Health Sciences North support workplace wellness and offer the following:

- Membership in the HOOPP Pension Plan – A world leading pension plan.
- Extended health and dental benefits with Health Care Spending Account.
- Life Insurance and AD&D.
- Short-term disability (STD) & long-term disability (LTD).
- Two (2) paid float days.
- Four (4) weeks of vacation.
- Staff appreciation days.
- Discounted rate for a GoodLife membership.
- The support of our team, including fundraising, marketing, and finance.
- Mentorship and peer-to-peer support from a team of in-house fundraisers.
- A collaborative team dynamic.
- Autonomy in managing your portfolio.
- External and internal professional development opportunities.
- Hybrid workplace.
- Competitive salary.
- An inclusive workplace culture.

LOCATION: We remain a predominantly hybrid workplace, with a minimum of three days in the office. Work is conducted onsite at the HSN Main Site (41 Ramsey Lake Rd) or Sudbury Outpatient Centre (865 Regent St.).

We thank all applicants in advance for their interest. Only those selected for an interview will be contacted. All inquiries and applications will be held in confidence.

Selection Process: Candidates will be selected for this position on the basis of their skill, ability, experience and qualifications as identified in the resume and completed Application Form submitted. The Hospital reserves the right to conduct a formal interview where required.

HSN THANKS ALL APPLICANTS.

ONLY THOSE SELECTED FOR INTERVIEWS WILL BE CONTACTED.

WE WILL NOT ACCEPT APPLICATIONS AFTER THE CLOSING DATE AND TIME.

Health Sciences North is committed to providing accommodations to applicants with disabilities to enable their participation in the recruitment, assessment, selection and hiring stages of employment.