



University Hospitals Kingston Foundation
uhkf.ca | 613.549.5452 | foundation@uhkf.ca
4-55 Rideau St. Kingston ON K7K 2Z8

Title: Director, Marketing & Communication

Full-Time Permanent Position

Target Hiring Salary Range: \$107,000.00 to \$120,000.00

Organization: University Hospitals Kingston Foundation (UHKF)

Location: Kingston, Ontario

Closing Date: March 14, 2025

ABOUT UHKF:

University Hospitals Kingston Foundation (UHKF) is the charitable organization focused on raising awareness and philanthropic support for equipment, modernized infrastructure, and health-care innovations for Kingston Health Sciences Centre (KHSC), the tertiary acute care academic health sciences centre in Southeastern Ontario, and Providence Care, southeastern Ontario's leading provider of specialized care in aging, mental health and rehabilitation. UHKF is in the planning stages for the biggest healthcare campaign ever undertaken in the region to support the development of an expanded and modernized KHSC and is looking to raise its profile in support of fundraising objectives.

POSITION SUMMARY

Reporting to the President & CEO, the Director, Marketing and Communications leads a team of skilled professionals to develop, implement and refine an integrated marketing and communications strategy that advances the Foundation's brand and expands UHKF's reach and impact. The Director oversees all UHKF marketing and communications initiatives, across multiple platforms and formats, to drive engagement and philanthropic support. The Director builds relationships and collaborates with colleagues across UHKF and the hospitals' communications teams in the execution of key initiatives.

RESPONSIBILITIES INCLUDE:

Strategic Planning

- Develops, leads, and executes an integrated, comprehensive strategic marketing and communications plan designed to support fundraising initiatives.
- Uses research, analytics, and metrics to inform strategy and to evaluate program impact and success.
- Provides counsel to the CEO and the UHKF management team on marketing and communication strategies and issues management communication.

Program Oversight and Execution

- Leads the execution of marketing and communications strategies across multiple communications channels including print and digital media.
- Develops key messages for UHKF and ensures that style, brand, and messaging guidelines are consistently communicated across all forms of communication.

Leadership

- Leads, mentors and motivates a high performing marketing and communications team.
- As a member of the Foundation's management team, develops strong relationships with peer Directors, provides leadership and advice on how best to support their programs, contributes to the business planning process and fosters respect among the entire staff team.

Budgeting and Project Management

- Develops and manages the marketing and communications budget and ensures efficient use of resources to maximize return on investment.
- Responsible for day-to-day operations and the management of marketing and communications budget and team.
- Ensures the effective project management of initiatives, including personnel, resources, time, and budget.

NOTE - The above duties are representative but not all-inclusive.

BASIC QUALIFICATIONS:

Education

- University degree, in journalism, public relations, marketing, communications, or related field. Equivalent combination of education and experience will be considered.

Experience

- At least 7-10 years of progressive experience in marketing, communications, and public relations preferably in a hospital foundation or not-for-profit setting.
- Experience managing a marketing and communications team and a demonstrated track record of success at a leadership or managerial level, within a large, complex, multi-stakeholder organization.
- Proven track record in developing and implementing successful marketing and communication strategies.

This is a permanent, full-time position and will require some evening and weekend work. UHKF offers a competitive benefits package and pension program (HOOPP). UHKF also offers work life balance in an inspirational and supportive environment and is recognized as a Canadian Nonprofit Employer of Choice™ (NEOC). UHKF's commitment to equity is grounded in an institution-wide commitment to fostering a diverse, inclusive, and accessible work environment. People from all backgrounds are encouraged to apply. Please inform the Foundation if you require accommodations during the recruitment process.

For further information, please refer to the executive brief available [here](#). Please submit a cover letter and resume to admin@uhkf.ca and indicate the position title in reference line.

All applicants are thanked for their interest in UHKF, but only those selected for an interview will be contacted.