



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

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# Job Board Posting



Careers.Indigenous.Link

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## Communications & Campaign Specialist

<b>Job ID</b>	<b>76-92-54-8C-71-AB</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=76-92-54-8C-71-AB">https://careers.indigenous.link/viewjob?jobname=76-92-54-8C-71-AB</a>	
<b>Company</b>	Canuck Place Children's Hospice	
<b>Location</b>	Vancouver , British Columbia	
<b>Date Posted</b>	From: 2020-11-06	To: 2021-05-05
<b>Job</b>	Type: Full-time	Category: Creative Media and Writers
<b>Job Start Date</b>	<a href="https://www.canuckplace.org/about-us/careers/">https://www.canuckplace.org/about-us/careers/</a>	
<b>Languages</b>	English	

### Description

Communications & Campaign Specialist

Location: Development Granville Office and remote working

Reporting to: Manager, Communications and Marketing

Job status: Temporary 3-month contract, 1.0 FTE (75 hours bi-weekly)

Anticipated Start Date: December 2020

Anticipated End Date: March 31, 2021

Canuck Place Children's Hospice (CPCH) is British Columbia's recognized pediatric palliative care provider. For over two decades, through the many programs and services we provide, we have made a significant difference in the lives of children with life-threatening illnesses and the families who love them. Be part of a talented and innovative team that takes pride in supporting and providing the highest quality pediatric palliative care.

### SUMMARY

As an active member of our Communications, Marketing & Events team and working cross-functionally with the Development Team and under the direction of the Manager, Communications and Marketing, the Communications & Campaign Specialist leads multiple communication projects, including evergreen and one-off multi-channel donor and awareness campaigns. The Communications & Campaign Specialist is responsible for tracking campaign performance metrics, develops KPIs across channels and is a creative storyteller who contributes written and visual content to campaigns and projects.

### RESPONSIBILITIES

- Proven experience in project management - excellent at managing multiple projects and meeting tight timelines. Ensures brand, vision and channels are maintained and up to date marketing and communications calendar through multi-channel campaigns.

- Ensuring a high level of performance in all campaigns. Ensures campaign budgets are pacing in accordance with the approved media plan. Maintains media plans with up-to-date records of the implementation of the plan

- Understands the power of storytelling in donor stewardship and engagement

- Brings marketing campaigns to life with kick-start meetings/action items and debriefs and executing on time, on budget and on strategy. Works with cross-functional partners externally and internal clinical team, families, volunteers and development and finance teams

- Develops, implements, and measures campaign social media strategy to advance CPCH's audience size, demographics, and engagement. Researches and writes persuasive donor campaign communications and social media posts.

- Supports the writing, production and dissemination of campaign collateral materials. Tracks media campaign performance and provide regular campaign summary reports for review with manager

- Extreme attention to detail ready to educate and inspire our communities

- Supports brand strategy development, market research, donor segmentation, and donor journey and marketing performance analysis

- Assumes other related responsibilities, as assigned.

## EDUCATION AND EXPERIENCE

• Post-secondary degree in relevant discipline or diploma in communications, event planning/fundraising

• A minimum of 5 years' related experience including, communications and solid event management/volunteer committee management for +\$500K grossing events or, an equivalent combination of education and experience.

## QUALIFICATIONS

What you bring to the role:

• Demonstrated diplomacy.

• Demonstrated ability to be a collaborative team player and establish and maintain positive, effective working relationships, both internally and externally.

• Ability to manage multiple projects at any given time.

• Demonstrated resourcefulness and thoughtfulness in the decision making process.

• Excellent organization and time management skills with the ability to be flexible around changing priorities.

• Experience with social media strategy, analytics, and publishing

• Proficiency Adobe Creative Cloud.

• Excellent writing and editing skills

• Familiarity with Wordpress, Mailchimp, Trello, Slack, Dropbox are an asset

• Clear and valid BC driver's license

You have:

• High integrity; creativity; balance, good judgment and objectivity; high vision and conceptual capabilities; consultative, facilitate and collaborative; sense of humor.

• Excellent time management skills.

• Demonstrates flexibility that allows you to work with high energy, creative people.

• Able to thrive and effectively manage priorities in a changing, ambiguous environment.

Note: Flexibility is necessary, as this position may require occasional weekend and evening work and travel within and outside the Lower Mainland.

Canuck Place Children's Hospice hires on the basis of merit and is strongly committed to equality and diversity within its community and to a welcoming and inclusive workplace. We especially welcome applications from Indigenous persons, visible minority group members, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

## How to Apply

Please submit your cover letter and your resume by clicking Apply Now by November 22, 2020. We recognize the importance of a diversified workforce, and we encourage First Nations, Inuit and Metis candidates, members of visible minorities and persons with disabilities to apply.

We thank all applicants for their interest; however, only those candidates who have been short-listed will be contacted.