



# 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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## Manager, Communications & Marketing

<b>Job ID</b>	<b>8E-1D-AF-2B-D1-83</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=8E-1D-AF-2B-D1-83">https://careers.indigenous.link/viewjob?jobname=8E-1D-AF-2B-D1-83</a>	
<b>Company</b>	Canuck Place Children's Hospice	
<b>Location</b>	Vancouver, British Columbia	
<b>Date Posted</b>	From: 2019-04-23	To: 2019-05-14
<b>Job</b>	Type: Full-time	Category: Creative Media and Writers
<b>Job Start Date</b>	May 2019	
<b>Job Salary</b>	TBD	
<b>Languages</b>	English	

### Description

Manager, Communications & Marketing

Location: Granville Office

Reporting to: Director of Communications, Marketing and Events

Job status: Full-time, 75 hours bi-weekly

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.

HERE'S WHY IT'S SO GREAT TO WORK WITH US. Aside from being surrounded by a friendly, inclusive, dedicated team, Canuck Place offers employees up to 20 days' vacation (pro-rated to their full-time equivalency), an employer-paid benefits package, a Health Spending account that provides up to \$500 annually to provide additional coverage for health and wellness activities/services, weekly onsite massage therapy, informative lunch 'n' learns, as well as various learning opportunities. Canuck Place Children's Hospice also has a "Care For the Caregiver" committee who provides ongoing, creative activities to connect us with one another as a reminder that it's this moment that really counts.

### SUMMARY

The Manager, Communications & Marketing leads the team responsible for developing and implementing compelling communications that raise Canuck Place Children's Hospice's (CPCH) brand profile, drives fundraising, and cultivates relationships through creative cause-focused storytelling. The Manager reports to the Director of Communications, Marketing & Events and supports the development of the marketing strategy and oversees its execution with content that supports the mission, vision, and values of the organization. In addition, the Manager works with all forms of media: writing, editing and designing various internal and external communications materials. Oversees evaluation systems to demonstrate impact of communication.

This role works closely with a variety of internal and external stakeholders including: staff, media, donors, partners, Canuck Place children and families, agencies, and consultants to meet their communication needs. In addition, the Manager leads the Coordinator, Digital Communications, and Assistant, Communications & Marketing, while also providing guidance to other internal stakeholders.

### EDUCATION AND EXPERIENCE

• Related degree or diploma, preferably in English/Communications/Marketing,

• A minimum of 5 years progressive communications experience

• 3+ years people management and external relationships including media, printers, designers, etc.

### RESPONSIBILITIES

Strategic Planning

• Fosters strong relationships with internal partners in meeting their communication needs internally and externally to ensure brand compliance.

- Assists the Director, Communications, Marketing & Events with strategic planning and organizational messaging.
- Develops the communications strategy for all Canuck Place signature events and campaigns in partnership with the Events and Development team.
- Works cross-functionally with other departments to build integrated strategies across various communication platforms to elevate overarching organizational initiatives.
- Oversees the hiring and management of the Coordinator, Digital Communications and Assistant, Communications & Marketing. This includes performance management.

#### Collateral Development, Design and Video

- Oversees the creative direction and production of various communication materials including copy writing, design, and liaising with vendors. Projects range from presentations, collateral development, advertising, media prep, digital content, to video production.
- Leads the development of brand materials.
- Leads the development and roll out of the annual report and donor newsletters.
- Collaborates with internal teams to create and implement all communications and marketing strategies in annual giving, legacy, digital, direct mail, special events, and other fundraising efforts.
- Manages all internal and external requests for communications support and oversees their completion.
- Manage external agencies including printers, PR, Google Adwords, and web development.

#### Brand Development

- Plays a critical role in building and maintaining the organization's brand and the signature event brands.
- Supports CPCH staff with the use of CPCH messaging materials and style guides to ensure consistent delivery of core messaging.
- Manages KPI tracking and analysis to support brand growth

#### Liaising with Families

- Oversees the coordination of family/clinical spokespeople for all events and campaigns including external requests.
- Collaborates with clinical teams to build relationships and coach spokespeople – this includes media training.
- Collaborates with clinical teams to research story ideas and promotional opportunities.

#### Content Management

- Manages the curation and organization of all media assets to utilize for communication and promotion purposes.
- Oversees the editorial calendar for strategic release across all communication channels.

#### Media Relations and Media Partnerships

- Assists the Director, Communications, Marketing & Events with media relations, issues management, earned media management, as well as raising brand awareness.
- Manages all media partnerships: proposals, stewardship, and recognition.
- Develops the media strategy for all Canuck Place events and campaigns.
- Responds to media inquiries and organizes spokespeople for interviews. This includes media coaching and key messaging.

#### QUALIFICATIONS

##### What you bring to the role:

- Superior writing, editing and verbal English communication skills.
- Mature leadership skills suited for building relationships and achieving consensus with a client-centered approach.
- Strong design and print production knowledge.
- Experience in brand management to build and maintain the organization brand and fundraising event brands.
- Demonstrated ability to work collaboratively with individuals at all levels and manage immediate and/or sensitive information and situations on a regular basis.
- Demonstrated flexibility with the ability to manage fluctuating schedules, multiple projects and meet tight deadlines.
- Creative, strategic thinker with the ability to identify and grasp communication and marketing opportunities to enhance the organization's profile.
- Strong work ethic, including a high degree of accountability, integrity, passion, empathy and compassion.
- Proficiency with Microsoft Word, PowerPoint, Excel, Pages, Adobe InDesign, Illustrator, and Photoshop - on both PC and Mac platforms.
- Experience working for a non-profit organization in a marketing or communications role is an asset.

##### 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.

At the discretion of Canuck Place Children's Hospice, the information in this job description may be reviewed and revised, as required, to meet the needs of the organization.

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**

### **APPLICATION PROCESS**

Please submit your cover letter and your resume to [recruitment@canuckplace.org](mailto:recruitment@canuckplace.org) by May 14, 2019. Please indicate where you discovered this job posting and specify which role you are applying for in the subject line of your email. 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.