

# **Peace Arch Hospice Society**

## **Position Description**

**Position Title:**                   **Marketing and Communications Coordinator**

**Reports To:**                       **Executive Director**

**Hours of Employment:**       **Part Time**

### **Position Summary**

The Marketing and Communications Coordinator will promote the organization's programs and services and tell stories about our brand and community impact. This position reports to the Executive Director and is a permanent part time role.

Confidentiality of client and donor information is a legal and ethical requirement of this position.

### **Major Duties and Responsibilities**

- Develop and maintain social media accounts and calendar
- Create multimedia content, including simple videos, and repurpose it across all digital channels (website, social media, email)
- Work with our web developer to maintain up to date website
- Consistent with Society brand and messaging, develops and writes materials such as, but not limited to, social media content, invitations, letters, email campaigns, scripts
- Prepare press releases, media kits, and talking points

### **Fundraising Support**

- Support signature fundraising events in collaboration with Fund Development Officer
- Support fundraising campaigns in collaboration with Fund Development Officer – direct mail, legacy, monthly

### **Administration and Support**

- Update and distribute communications calendar internally
- Source new promotional items and marketing ideas
- Keep record and control of promotional items and associated supplies
- Provide creative content for marketing materials under the management of the Executive Director
- Attend and participate/support in Society signature events as required
- Other duties as required

### **Minimum Qualifications**

- A university degree, college diploma or certificate in marketing or communications or a related field, or combination of education and relevant experience
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- Minimum 2 years of experience in related communications and/or marketing position
- Well-developed business writing skills with a demonstrated ability to succinctly communicate impactful and relevant information to internal and external stakeholders
- Experience working with non-profits, health care, hospice/palliative care is an asset
- Familiar with website content development is an asset
- Familiar with social media and digital marketing
- Computer skills: proficient in MS Office (Word, Excel, PowerPoint, Outlook) and Creative Cloud (Photoshop, InDesign is an asset)
- Comfortable with remote work and able to attend meetings at the office regularly
- Must have an established home office with secure internet

### **Requirements**

- Upholds all values and adhere to all policies and procedures of the PAHS, representing the Society in a professional and courteous manner.
- Criminal Record Check

### **This position requires proof of double vaccination against Covid-19.**

*Our Policy is based on guidance from the BC Center for Disease Control (“BCCDC”), the BC Government, and is made in alignment and collaboration with our partners, Fraser Health. This Policy is designed to comply with all applicable federal, provincial, and municipal laws, including the recent Provincial Health Orders. This policy is in place because some of our workforce must often be in close contact with hospice patients and their families, including elderly patients who are immunocompromised and/or vulnerable to infection in other ways.*

Salary range \$24-\$27/hr based on experience and education.

Interested applicants are asked to email a cover letter and resume to:

Contactus@pahospicesociety.org  
Attention: Administration

We thank all candidates for their interest, however, only those chosen for interviews will be contacted. No phone calls please.

Thank you.

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