

Peace Arch Hospice Society

Position Description

Position Title: **Marketing and Communications Specialist**

Reports To: **Executive Director**

Hours of Employment: **Contract Position - 22.5 hours per week**

Position Summary

The Marketing and Communications Specialist will promote the organization's programs and services and tell stories about our brand and community impact. This position reports to the Executive Director.

We are looking for an energetic individual who will help develop innovative marketing and communications strategies to promote our company's products and services. The ideal candidate will be involved in the planning, implementation, and analysis of projects, as well as the development of support materials.

This contract position will work primarily from a home office, Monday to Friday, 22.5 hours per week, with regular attendance at Peace Arch Hospice Society's office as needed.

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

Major Duties and Responsibilities

- Assist with the assessment of the marketing and advertising needs of the organization and its programs and services
 - Assist with the development of strategies and related content for digital marketing and advertising campaigns and their implementation
 - Advise programs and services team members on marketing, advertising or promotion opportunities and strategies
 - Write, design, prepare and distribute advertising, brochures, reports, newsletters and other materials
 - Coordinate all aspects of production for print, audio-visual or electronic materials, such as for the website and social media
 - 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
 - Manage post-campaign analysis to measure and report on marketing and advertising metrics
 - Review new and existing content and materials for quality, impact, and brand consistency
 - Prepare press releases, media kits, and talking points
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Fundraising Support

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

Writing and Communications

- Consistent with Society brand and messaging, develops and writes materials such as, but not limited to, social media content, invitations, letters, email campaigns, scripts
- Manages the timely implementation and distribution of marketing communications (i.e. internal communications calendar)

Administration and Support

- Update and distribute communications calendar internally
- Maintain earned and organic media coverage report
- Track, analyze and report on key performance indicators, including website and social media analytics, campaign analytics, conversions and results
- Source new promotional items and marketing ideas
- Keep record and control of promotional items and associated supplies
- Obtain vendor quotes and submit purchase orders
- Build relationships, interacts and works with team members, volunteers, suppliers, sponsors, and donors
- Provide creative content for marketing materials under the management of the Executive Director
- Maintain and provide creative content for the Supportive Care Centre and Thrift Store Digital Screens
- 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
 - Minimum 3 years of experience in related communications and/or marketing position
 - Well-developed business writing skills with a demonstrated ability to succinctly communicate useful 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
 - Familiar with social media and digital marketing (e.g., developing and running email campaigns, social media ads, SEO tactics, etc.)
 - Familiar with collecting and analyzing data and adjusting strategies accordingly
 - Computer skills: proficient in MS Office (Word, Excel, PowerPoint, Outlook) and Creative Cloud (Photoshop, InDesign)
 - Comfortable with remote work and able to attend meetings at the office regularly
 - Must have an established home office with secure internet
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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 \$25-\$30/hr based on experience and education.

Interested applicants are asked to submit a cover letter and resume to contactus@pahospicesociety.org. **No phone calls please.**

We thank all candidates for their interest, however, only those chosen for interviews will be contacted.

Thank you.
