



Marketing Assistant Contract Opportunity (4 days a week in-office position)

Start date: For Immediate Hire

End Date: March 31, 2024 (potential to lead to permanent position)

Hours: Tuesday – Friday with flexible hours

Location: DHCH Foundation Office in Delta Hospital

If you are interested in a rewarding Marketing Assistant experience that allows you to learn more about fundraising and all aspects of integrated marketing, be part of a tight-knit and ambitious team, and take pride in knowing you are helping to make improvements in healthcare in Delta - we have an amazing opportunity for you.

ABOUT US

The **Delta Hospital and Community Health Foundation** (DHCH Foundation) is a not-for-profit organization whose mission is to fund and promote outstanding healthcare at Delta Hospital Campus of Care and in the community of Delta. DHCH Foundation is the public face and philanthropic arm of Delta Hospital, Mountain View Manor and the Irene Thomas Hospice. Since 1988, the Foundation has raised over \$73 million for state-of-the-art equipment, capital projects, building improvements, and ongoing education. With a strong vision and mission, the Foundation exists to ensure the community of Delta's healthcare needs are supported today and for future generations.

DHCH Foundation strives to ensure our community has close to home access to the highest quality health care services. We are dedicated to meeting the challenges of limited health care budgets and increasing demand for services in the Delta region.

POSITION SUMMARY

Reporting to the Communications Manager, the Marketing Assistant will use their marketing experience to assist with the execution of integrated marketing strategies to help DHCH Foundation's marketing campaigns and events flourish. As DHCH Foundation has announced their capital campaign for a new Long Term Care Community, the Marketing Assistant will help us to relay the impact of donor support at the Delta Hospital Campus of Care in order to retain current donors and inspire new ones.

This is an exciting opportunity for an outgoing, creative and tech savvy individual with a "can do" attitude and an eagerness to learn. The ideal candidate has strong graphic design skills, talent in storytelling and writing, time management and organizational skills. You will demonstrate a good eye for detail and accuracy and possess excellent written and verbal communications skills. This is a 4 day a week in office position with some evening and weekend commitments to suit our event schedule.



RESPONSIBILITIES

Under the direction of the Communications Manager, you will:

- Assist in coordinating and executing the content calendar for social media and monitor analytics (including graphics, reels, stories and videos)
 - Assist with marketing campaigns including email marketing, advertising, website, etc
 - Interview hospital staff and donors and write proactive stories for website/social media
 - Update website and monitor analytics
 - Assist in IT maintenance/upgrades for office with IT service provider
 - Photograph donors, hospital equipment, events and personnel as needed
 - Assist in scheduling interviews and filming opportunities for all promo/event videos
 - Participate in proof-reading and editing as required for all communication materials
 - Update and design marketing collateral (ie posters, stationary, etc)
 - Assist with other miscellaneous marketing related tasks as required
 - Ensure brand standards are adhered to throughout organization and across all platforms and events
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SKILLS & ATTRIBUTES

- Exceptional interpersonal skills
 - Strong graphic designs skills
 - Able to work independently and as a part of a team
 - Ability to work in a fast-paced environment while prioritizing deadlines
 - Excellent written and verbal communication skills
 - Strong organizational skills with proficient research abilities
 - Available for occasional evening and weekend work, to suit the events schedule
 - Driver's licence required and access to your own car is an asset
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EDUCATION & EXPERIENCE

- Post-secondary education in communications, marketing, or a related field
- Work experience in an office and team setting an asset
- Experience in a fundraising or not-for-profit environment an asset
- Must have experience with InDesign, Illustrator and Photoshop
- Must be familiar with social media platforms including social media measuring, monitoring and reporting tools
- Experience working in Wordpress or other web content management system an asset
- Canva experience an asset

How to Apply

If you have the expertise, education and experience outlined above and are interested in a contract position with the Delta Hospital and Community Health Foundation, please apply. Email your cover letter, resume and work samples to ashli.owen@dhchfoundation.ca. **This position will remain open for application until it has been filled.**

Due to the high number of applications, we receive, only applicants who are selected for an interview will be contacted. We sincerely thank all applicants for their interest in Delta Hospital and Community Health Foundation.

