



Marketing Officer - 1 position	Posting #: 52789
Foundation	Posting Date: March 21, 2024
St. Joseph's Hospital - London, ON	Submission Deadline: April 09, 2024
Full Time	Jennifer Pasichnyk, Human Resources
Non-Union	

At no other time in history has health care mattered more to Canadians. At St. Joseph's Health Care London, we have a proud legacy of care across a wide variety of medical disciplines serving all ages and stages of life.

Supporting St. Joseph's mission, the Foundation raises philanthropic funds to advance the very best in care, teaching and research. With a strong focus on performance and best practice, and guided by a skilled Board and leadership team, St. Joseph's offers a positive, collaborative team environment and a competitive compensation program. The Foundation is seeking a positive, creative and innovative Marketing Officer to advance its work to inspire community investment in healthcare excellence at St. Joseph's.

Reporting to the Director, Marketing and Communications, the Marketing Officer is responsible for creating engaging and inspiring marketing content, the development, planning and management of marketing plans and advertising campaigns, as well as the production of marketing assets that support the Foundation's work to raise awareness and philanthropic support for care, teaching and research at St. Joseph's Health Care London.

As a member of the Marketing and Communications Team, the Marketing Officer will create print and digital content for all Foundation events and advertising campaigns, and will work with designers to plan and develop materials to support these initiatives.

The Marketing Officer will proactively develop marketing plans and strategically plan and execute print and digital advertising and awareness campaigns, and support the development of all video content including script writing. They will also contribute to the development and planning of digital content for digital platforms. The Marketing Officer will also contribute to the creation of marketing materials to build brand awareness that positions the Foundation, engages donors and prospects, and strengthens relationships to help advance philanthropic support for St. Joseph's innovative care and research programs.

The Marketing Officer works collaboratively across all teams within the Foundation to support its mission to inspire community investment in healthcare excellence at St. Joseph's.

Essential Qualifications

- A university degree in a discipline related to communications, marketing, English, journalism, public relations
- 5-7 years of related work experience planning, preparing and managing marketing, advertising and awareness plans and content
- Ability to communicate messages in a professional and engaging manner designed to generate support in a target audience
- Superior communications skills, especially written; a portfolio of prior work required
- Exceptional and persuasive writing skills for various print and digital outputs including marketing materials, scripts, and advertising content
- Strong knowledge of and experience working with digital communications including web and social media
- Previous experience writing for non-profit organizations would be an asset
- Demonstrated success and experience in developing, implementing and evaluating marketing plans and materials
- Respect for the role of volunteers in the work of the Foundation
- Ability to apply critical conversations skills within the work environment
- Exceptional organizational abilities and time management skills; ability to meet deadlines, multitask and prioritize

- Excellent computer skills and excellent knowledge of MS Office programs and knowledge of desktop publishing programs (an asset), such as Adobe Creative Suite, Illustrator, InDesign and Photoshop
- Demonstrated experience in website management (including adding content, updates, linkage etc.), an asset
- A commitment to working cooperatively in a team environment with staff, board of directors, volunteers and public; participating in regular meetings.

Immunization Requirements

- Provide documentation you have received two doses of the COVID-19 vaccine (primary series, boosters and/or XBB)
- OR one dose of XBB vaccine at least 14 days prior to the start date.
- Provide vaccination records or proof of immunity against measles, mumps, rubella and varicella (chicken pox)
- Provide documentation of the Tuberculosis skin testing.

Your interest in this opportunity is appreciated.

*Human Resources and Leaders use your profile information to evaluate your application for the vacancies you apply to.
Only those under consideration will be contacted.*