



We're in the business of changing lives. And we are welcoming a **Creative Content Specialist** to the team to help us do just that.

By working together with a community who shares our vision of transformed health and transformed lives, the QEII Foundation inspires generosity to advance health care through the QEII Health Sciences Centre - Atlantic Canada's leading healthcare institution.

As our Creative Content Specialist, you will join our highly skilled communications and marketing team focused on elevating the QEII Foundation's brand and healthcare support in the community.

We're bold enough to share we are a national award-winning team that has their sights set on the largest healthcare fundraising campaign –\$100 million – in the region. As the host organization of Atlantic Canada's largest cycling fundraising event, *BMO Ride for Cancer*, we continuously set our sights higher – ensuring the biggest impact possible for QEII cancer patients and their families.

Reporting to the Director, Communications and Marketing, this role is hyper-focused on event marketing and one-to-many communication for our *BMO Ride for Cancer* event. Your days are spent bringing big, bold healthcare fundraising campaigns to life through stellar graphic design, writing and marketing best practices.

Shaping and executing advertising strategies and email marketing that inspire action. Translating blue sky concepts to creative on the side of a bus or billboard. Igniting community support through impact stories, social media management, design and more. All while pushing marketing boundaries, as you support many dynamic Foundation portfolios from special events and partnerships to donor relations and direct marketing.

You're a social media savvy, creative soul with a solid grasp on digital marketing strategy; re-targeting and pixel tracking is common language for you. Your friends and fans describe you as a graphic designer extraordinaire; a seasoned pro within Adobe Creative Suite. You have experience growing and nurturing stakeholder engagement and interaction. You thrive in fast-paced environments and aren't afraid to juggle competing priorities and deadlines. You bring big ideas to the table, and love seeing those innovations through from brainstorm

to implementation.

Key talents and responsibilities:

- Stellar knowledge of Adobe Creative Suite to provide graphic design support for a range of content and assets, including out-of-home and digital advertising campaigns, proposals, direct mail packages and much more.
- Solid writing skills for crafting everything from ad copy, feature stories and web articles to social media posts and event collateral.
- Developing, managing, and reporting on email marketing campaigns using MailChimp.
- Social media ambassador who tackles social content calendars and daily monitoring of our *BMO Ride for Cancer* channels, planning and executing robust social campaigns, and attending events and activations to capture content and interviews for QEII Foundation brand channels.
- Creating and populating web content – as well as maintaining site standards – across multiple platforms and content management systems, like Drupal and WordPress.
- Shines working collaboratively in a fast-moving and team-oriented environment.
- A balanced, proactive thinker and a great problem solver.
- Comfortable working remotely or in a hybrid combination of office and remote.
- Holds high levels of professional motivation and expectations and manages time well.

Position Requirements:

First and foremost, you must be eager to join an organization that makes a big difference in people's lives and are seeking to make meaningful impact through your work. The certificate hanging on your wall highlighting your formal training may be a Bachelor's Degree or Diploma in Public Relations, Communications, Marketing, Fine and Studio Arts; or other related specialty or field. You have at least three years working in the communications field.

The Details:

The salary range for this position is \$50,000 to \$63,000 dependent upon your relevant qualifications and experience. The QEII Foundation offers a highly collaborative and supportive atmosphere, the opportunity for professional growth and development, and a competitive benefits package. We encourage and welcome applications that reflect the diversity of our community.

Please forward a cover letter and resume (one PDF file) to shelley@hronthego.ca, noting 'QEII Foundation candidate submission – Creative Content Specialist' in the subject line. Application deadline is March 18, 2022.

We thank all applicants but only those selected for an interview will be contacted.

The QEII Foundation is a non-profit charitable organization established to strengthen the QEII Health Sciences Centre's ability to provide health care of the highest quality. With financial support from all levels of the community, the QEII Foundation helps fund new technologies, medical research, innovation and professional education that contribute to life-changing moments experienced every day by patients and their loved ones at the QEII. The QEII Foundation is in the early stages of Atlantic Canada's largest fundraising campaign for health care and are fortunate to be working with some of the region's most passionate business and community leaders.