



We're in the business of changing lives. And we are welcoming a **Senior Communications Advisor** 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 a Senior Communications Advisor, 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 in the region. We also lead with heart and are extremely privileged to tell the stories of extraordinary QEII patients, families, staff, and physicians.

Reporting to the Director, Communications and Marketing, this role is hyper-focused on inspiring donors. Writing proposals, cases for support, and appeal letters that stir the soul. Shaping advertising strategies that grab attention and create conversation. Developing strategies for campaign announcements that celebrate giving. All while pushing marketing boundaries, digging into performance and analytics, and keeping a keen eye on brand consistency and integrity.

Your creativity shines through and your flair of writing in various voices is supported by a comfort level navigating Adobe Creative Suite. You know what you need to bring a brand or call-to-action to life and are skilled at managing and directing others on creative development and execution.

Your friends and fans may describe you as someone who translates vision into reality – from blue sky brainstorming to execution. You dare to explore new ways to reach donors and you thoroughly understand traditional media as well as online touchpoints. You think big while rolling your sleeves up to get things done. Your communication strategies – including recommendations for both earned and paid media – will generate donations and philanthropic support, and maximize all opportunities to report back to donors.

As we head into one of Atlantic Canada's largest healthcare fundraising campaigns, the QEII Foundation is elevating many of our programs to new and unprecedented heights. Our Senior Communications Advisor will play a pivotal role in our various fundraising programs such as major giving, direct marketing, and granting initiatives.

Key talents and responsibilities:

- Superb writing skills for various fundraising asks through major gift proposals, cases for support, and direct marketing annual appeals that inspire transformational giving.
- A passion for health care and innovation, you're an expert interviewer who's able to communicate complex healthcare information in a clear and meaningful way.
- Reporting results and impact is at the heart of everything you do; a skill you'll employ when profiling care area openings and campaign milestones for donors and key stakeholders.
- You have a natural knack for finding the right hook and translating big, bold ideas into written materials that can resonate with a wide variety of audiences.
- A media relations guru; a seasoned pro at identifying news hooks and opportunities, crafting media kit assets and pitching, and coaching spokespeople for on-site and virtual interviews.
- Keen to explore and recommend new approaches and doesn't shy away from asking 'what if' and challenging the status quo.
- A natural relationship-builder who energizes QEII patients, families, healthcare staff and physicians to share their story; you search for the emotional motivation that inspires action.
- Adept at creating strong video briefs that includes working with an external video team to provide direction, interview questions and content edits.
- Experienced in graphic design principles and knowledge of Adobe Creative Suite to execute some design assets or to provide solid direction to a team.
- Shines working collaboratively in a fast-paced and team-oriented environment and likes to have fun while they work.
- 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, or Journalism. You have at least five to eight years working in the communications field.

The Details:

The salary range for this position is \$58,000-72,000 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' in the subject line. Application deadline is March 11, 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.