

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 impact reports 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 brainstorms to execution. You dare to explore new ways to reach donors and can think big while also 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.

Our Senior Communications Advisor will play a pivotal role in our various fundraising programs such as major giving, donor relations and gift planning, as well as be a significant driver for helping to reach and celebrate our $100-million We Are campaign.

**Key talents and responsibilities:**

* Superb writing skills for various fundraising asks with a laser focus on major gift proposals and cases for support 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 audiences.
* 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 — crafting everything from web articles and briefing notes to key messages and the occasional direct mail letter.
* 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.
* 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 and photography briefs that includes working with external vendors to provide direction, interview questions and content edits. A people-person, you’re very comfortable overseeing photo and video shoots working with healthcare teams, patients and families in a wide variety of environments.
* A strategic storyteller and project lead, you’ll oversee the planning, writing and production of our annual report — celebrating the milestones, impact and donor generosity shaping health care at the QEII. You bring editorial excellence to both print and digital formats, with experience managing multi-contributor publications from concept to delivery.
* You’ll be the communications lead for one of our most anticipated events — the QEII Foundation’s Inspiration Breakfast — steering all creative development and content from start to finish. From compelling invitations and stage remarks to speaker coaching, video storytelling and sponsorship proposals and activations, you’ll ensure our brand shines at every touchpoint for our most valued supporters.
* Experienced in graphic design principles and familiarity with Adobe Creative Suite to execute some design assets or to provide solid direction to a team.
* Thrives in a fast-paced, collaborative environment where teamwork, creativity and adaptability are key to success.
* A balanced, proactive thinker and a great problem-solver.
* Comfortable working in a hybrid combination of office and remote; available to be on-site for in-person media events, announcements, video and photo shoots, and more.
* 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. A writer through-and-through, you have at least five to eight years’ experience working in the communications field.

**The Details:**

The hiring range for this position is $72,157 to $78,000 dependent upon your relevant qualifications and experience. The QEII Foundation offers a highly collaborative and supportive atmosphere 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. Applications will be accepted until the position is filled.**

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 final 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.