



We're in the business of changing lives. And we are welcoming a Creative Content Specialist (12-month contract) 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 health care 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 of Communications and Marketing, this role is a 12-month contract covering a parental leave. This position is hyper-focused on event marketing and one-to-many communication for our *BMO Ride for Cancer* event. As we gear up for the 12th and final *BMO Ride for Cancer* Grand Finale, you'll play a major role in its historic fundraising success and legacy – helping our teams create a best-in-class and memorable experience that spans touchpoints for our riders, volunteers, donors, partners and more.

You're a creative soul with a solid grasp on digital and event marketing. You're passionate about graphic design and know your way around Adobe Creative Suite; specifically InDesign, Illustrator and PhotoShop. You're comfy working within MailChimp or other email marketing programs and not afraid to learn new digital, SMS tools like SimpleTexting. You thrive in fast-paced environments and enjoy juggling competing

priorities and deadlines that come with supporting major events. You bring new ideas to the table, and love seeing those innovations through from brainstorm to implementation. If this sounds like you, we'd love for you to apply!

Key talents and responsibilities:

- Solid knowledge of and comfort working within Adobe InDesign, Photoshop and Illustrator to provide graphic design support for a range of digital and print assets – including advertising campaigns, proposals, signage, social media graphics and the occasional billboard or out-of-home execution (if that fills your cup!).
- Great writing and copy-editing skills for crafting everything from participant emails, texts and ad taglines to social media posts and event collateral.
- Past experience providing marketing support and expertise for fundraising and/or major events is an incredible asset.
- Developing, managing, and reporting on email and SMS marketing campaigns using MailChimp and SimpleTexting.
- Social media ambassador who helps tackle social content calendars and daily monitoring of our *BMO Ride for Cancer* channels.
- Shines working collaboratively in a fast-moving and team-oriented environment.
- A balanced, proactive thinker and a great problem solver.
- Comfortable working 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 two years working in the communications and marketing field.

The Details:

The salary for this 12-month contract is \$55,000. The start date can be as early as January 26, 2026 to allow overlap and training with our current Creative Content Specialist. The

QEII Foundation offers a highly collaborative and supportive atmosphere, the opportunity for professional 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.

We're reviewing applications on an ongoing basis and will begin shortlisting qualified candidates as submissions are received. We thank all applicants but only those selected for an interview will be contacted.