



Marketing Coordinator

Full time Permanent (38.75 hours/week)

Calgary Health Foundation is a philanthropic organization established in 1996 to unite donors, hospitals, health care providers and community partners with the ambitious aim of revolutionizing health outcomes. Together, we continue to transform lives by establishing extraordinary health programs — early stroke intervention, a world class urology clinic and brain institute, precision neonatal care and advanced trauma centres. Through collaboration, unrelenting persistence and a sharp focus on care, wellness and research, we are unyielding in our efforts to ensure Calgarians receive the most progressive health care in the world — because our loved ones and yours deserve nothing less.

THE ROLE

Reporting to the Director, Digital Engagement, the Marketing Coordinator supports the execution of digital and print marketing communications efforts focused on donor cultivation, revenue generation and donor retention. This is a highly collaborative role that interacts with several internal leaders and external agency partners to achieve organizational growth objectives.

KEY RESPONSIBILITIES

- Provide tactical support in the planning and execution of communications and direct marketing campaigns (including direct mail, email, newsletters, social media content, impact reports, collateral development, web copy writing and digital advertising)
- Help to identify and develop compelling content that can be used for integrated marketing and communications campaigns
- Liaise with various internal and external stakeholders (including creative agencies, data service bureaus, print vendors, photographers/videographers, Canada Post and others) to ensure smooth and successful project execution
- Ensure that marketing communications appeals and campaigns are executed on time and that approvals are obtained from the appropriate stakeholders
- Support market research efforts including audience segmentation, testing and data strategies, ensuring that data informs the creative development process
- Conduct post-campaign and appeal analysis, identify trends in the performance of various appeals over time and make recommendations to be implemented for future campaigns.
- Manage logistics for ordering and maintaining collateral and advertising assets
- Support the team as the primary traffic controller in organizing projects and approvals
- Support the team in assisting with events and stakeholder engagement; ensuring timeline follow-up on action items
- Work on special projects, events and other duties as assigned

EXPERIENCE, QUALIFICATIONS AND EDUCATION

- A minimum of two years of direct marketing and/or communications experience
- A bachelor's degree in marketing, communications or a related field
- Proficiency and previous experience working with digital marketing tools such as Facebook Business Manager, MailChimp, Hootsuite, SurveyMonkey, WordPress or similar is preferred.
- Proficiency working with data in Excel.
- Experience using Raiser's Edge is an asset.

ATTRIBUTES AND ABILITIES

- A confident, self-starting individual who possesses a strategic mindset and a high level of detail-orientation
- Project coordination skills, with demonstrated experience, are a requirement
- Ability to implement marketing plans, project briefs, and creative briefs
- Ability to translate analytical insights and segmentation plans into creative direction and content creation
- Knowledge of design principles, and the ability to communicate with designers on information design and develop content to a consistent standard
- A proven track record of accountability and excellent time management skills
- Tactful, poised and professional, with exceptional written and verbal communication skills
- Strong interpersonal skill; adept at building long-term partnerships with internal and external stakeholders
- Strong sense of curiosity and interest in learning and mastering a variety of skills
- Ability to construct reports based on financial data, conduct analysis, and produce recommendations
- Creative and innovative with a strong understanding of how to identify, monitor and mitigate financial or reputational risks
- Knowledge and experience working with print production
- A passion for health care fundraising

WORKING CONDITIONS

- Primarily sedentary work at a computer
- May require work outside of regular business hours in support of events and special projects.
- This role may require travel to various hospital sites, meetings and community events.

APPLICATION INFORMATION

Please note that all Calgary Health Foundation employees are required to provide proof of full COVID-19 immunization upon hire as a condition of employment.

We thank all applicants for their interest in this role and Calgary Health Foundation; please note that we will only be contacting candidates selected for an interview.

To explore this opportunity further, please send your resume and cover letter, in confidence, no later than March 30, 2022 to:

Rosaline Akinokun
Manager, People Services
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