



**Community Engagement Advisor
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 Manager, Communications & Engagement, the Community Engagement Advisor supports the development and execution of key communications and marketing strategies and manages relationships with Alberta Health Services and community stakeholders.

This highly collaborative role interacts with teams across the organization to improve health care storytelling, build relationships with key stakeholders, support impact reporting and help identify funding opportunities. The incumbent will also work alongside the fund development team as a content expert, to support the advancement of community-based fundraising initiatives to achieve organizational goals.

KEY RESPONSIBILITIES

Site-based engagement

- Act as primary point of contact with senior health care leaders and portfolio leaders to support organizational goals in advancing fundraising opportunities.
- Source and champion compelling health, wellness and research funding projects.
- Advance communications strategies and tactics for the grateful patient and families program, and staff recognition.
- Identify and liaise with spokespeople and other subject matter experts on health care priorities and key initiatives.
- Support and amplify regular funding and impact reporting through storytelling and data collection/analysis.
- Work alongside the fund development team to support volunteer fundraising councils and committees.

- Advance communications efforts for the internal Alberta Health Services' staff lottery program and support the hospital lottery programs.

Content and media management

- Develop and implement storytelling strategies for designated health care focus areas. This includes engaging with grateful patients and families; researching content, copywriting, editing, and impact reporting, as required.
- Translating the complex work of the health care system into easily digested analysis and content for internal and external audiences.
- Coordinate the development, production and distribution of communications material for digital mediums, including the coordination of photography and video as necessary.
- Work alongside the digital team to proactively source stories for social media, web content and to support paid media strategies.
- Planning and preparing events and media availabilities.

Community engagement

- Liaise with community members and manage Foundation, peer-to-peer and third party fundraising events to ensure effective implementation and to maximize revenue potential. This includes developing volunteer committees and providing support to the volunteer chairpersons of these committees.
- Work with site and community members to provide tactical support in the planning and execution of special initiatives.
- Coordinate speaking opportunities for Foundation and Alberta Health Services staff.
- Other duties as assigned

FORMAL EDUCATION AND EXPERIENCE

- A minimum of three to five years in public relations, communications and/or marketing roles
- Undergraduate degree in public relations, communications, business or a related field preferred. Equivalent education and experience will be considered
- Strong knowledge of and experience in the use of relevant technology platforms
- Experience working with Raiser's Edge fundraising or equivalent donor management software preferred
- Working graphic design abilities (graphics, presentations, posters, etc.) strongly preferred
- Experience with web platforms such as Wordpress and Square considered an asset
- Experience in media relations considered an asset

- Understanding of and experience with Alberta Gaming and Liquor Commission considered an asset
- Previous experience leading and working on largescale projects

EXPERIENCE AND SKILLS

- Excellent written communications skills with the ability to adapt information to meet the needs of diverse internal and external audiences and various marketing channels.
- Strong stakeholder and community relationship building skills.
- Compelling and engaging public speaker with the ability to tailor messaging to diverse audiences.
- Effective communicator who is a critical thinker.
- Detail oriented, accurate, dependable, and flexible.
- Ability to work independently with minimal supervision and collaboratively on a team.

WORKING CONDITIONS

- Primarily sedentary work at a computer.
- This role may require irregular working hours at times, including evenings and weekends.
- Travel around the City of Calgary, as required.

APPLICATION INFORMATION

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. This opportunity will remain open until the two successful candidates are identified.

To explore this opportunity further, please send your resume and cover letter, in confidence to:

Rosaline Akinokun
Manager, People Services
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