



Advancing care for better lives – that’s what we do! Calgary Health Foundation is a community-based charity that raises funds to advance health care. 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.

Are you wanting to make a meaningful impact on people’s lives by ensuring everyone gets the highest quality health care? If yes, **connect with us today!**

THE OPPORTUNITY: VICE PRESIDENT, MARKETING AND COMMUNICATIONS

As Vice President, Marketing & Communications, you are responsible for developing and executing Calgary Health Foundation’s profile strategies to support its mission and drive awareness of the Foundation’s impact in our community. In collaboration with leaders and the broader team, you will integrate marketing and communication efforts with philanthropic initiatives, events, and donor-related initiatives to maximize exposure, visibility, and fundraising success. You will also oversee critical partnership, press and media relations to optimize recognition and brand profile, ultimately contributing to the achievement of the Foundation’s goals and objectives.

Key accountabilities of the role include:

- **Drive brand advancement** for the Foundation, including development and implementation of strategies that enhance visibility, reputation, and market position.
- **Lead the creation and execution of an annual marketing and communications content strategy for all streams** (earned and paid media, print, digital, search engine optimization (SEO), and social media) to drive awareness and engagement.
- **Identify and advance innovative initiatives** based on measurements and analysis to improve marketing and communication effectiveness.
- **Develop positive and collaborative relationships and partnerships**, internally and externally, to further the mission, vision, and priorities of the Foundation.
- **Cultivate a culture** where the team is empowered to work collaboratively, enabled to achieve objectives and goals, and encouraged to innovate at every opportunity.

THE IDEAL CANDIDATE

The ideal candidate is an expert in brand promotion and is enthusiastic about heightening awareness and increasing engagement to improve health care in Calgary. Possessing a natural collaborative inclination and energized by working with multiple stakeholders, the successful incumbent will use their proven leadership in marketing and communications to develop, initiate and execute creative strategies with excellence.

Additional qualifications:

- Bachelor's degree in a relevant field (e.g., marketing, nonprofit management) and a minimum of 10 years' experience in a senior marketing and communications leadership role, preferably within the nonprofit or charity sector.
- Exceptional diplomacy and relationship building skills with the ability to confidently engage at all levels, including team, Board, donors, and community leaders.
- Strong strategic thinking and problem-solving skills, with advanced organizational and project management abilities.
- An exceptional coach and mentor who leads by example, effectively develops, guides, and inspires excellence.

If this sounds like you, **connect with me today!** Please email, in confidence:

Delcie Eldred
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ADDITIONAL INFORMATION

For more information about the Calgary Health Foundation, please visit www.calgaryhealthfoundation.ca, or find us at yyc_health and @calgaryhealthfoundation on X (formerly Twitter) and other social media respectively.