

**Title: Marketing and
Communications Assistant**

**Type: Summer Jobs/Age 30 and
under**

Status: 16 Week Part-Time

Contract

Reports to: President and CEO/Marketing Team

St. Joseph's Health Centre Foundation is an innovative fundraising organization committed to connecting with our west end community and supporting St. Joseph's Health Centre's Promise to look after the unique health needs of this wonderful community of half a million. This Promise is rooted in a century-long tradition of community care that was the mission of our founding Sisters of St. Joseph when they first opened our doors in 1921. As we lead up to our 100th Anniversary in 2021, we are renewing our Promise to the west end with a commitment to meeting the care needs of this community.

We have grown in recent years to be a leading community hospital foundation with a strong and engaged board of directors. Last year, we announced reaching a milestone of \$100M raised in our Promise campaign. We are looking for a new member for our team to work closely with our neighbours in support of St. Joe's. Gifts to the Foundation help the Health Centre create new spaces, modernize facilities and buy new equipment.

We are looking for someone with firsthand knowledge of the west end, someone who is looking to work for an organization that is a pillar in our community, and, ideally, is close to their heart.

If you feel that you would be a great fit for this position, we invite you to apply by September 15, 2020 at 5:00pm via the Unity Health website: <https://unityhealth.to/careers/>

The Position:

The Marketing and Communications team plays a key role in helping to fuel growth by implementing marketing strategies and tactics aligned to the philanthropic targets of the organization. The Marketing and Communications Assistant's work will include tasks related to copywriting, report writing, website blog posting, marketing communications, event support, social media and any task that helps advance the organization's standing in the west end community.

Duties and Responsibilities:

- Assist in the implementation of St. Joseph's Health Centre Foundation marketing projects, working with the marketing team in the development of copy written materials, print and digital.
- Assist in the coordination and management of SJHCF's social media networks; tasks may include research, sourcing content, writing, scheduling and moderating posts, monitoring social channels, and reporting.
- Assist the Marketing team with email marketing campaigns; tasks may include content creation, research, writing, design and layout, mailing list support, and more.
- Update SJHCF websites, as required, and the development of website blog posts.
- Online research to support outreach, recruitment, fundraising, PR and brand awareness efforts, collection and development of marketing related assets.
- Assist in the collection and development of marketing materials, reports and marketing related assets.
- Provide insight on web-related functions associated with the organization.
- Collect and monitor data while analyzing potential trends within the market.
- Assist in the solicitation, organization and presentation of both marketing materials and archival materials, including photos, film and video, print materials, and more.
- Assisting with other marketing-specific administrative tasks as required, such as arranging printing of various materials, maintaining an inventory of marketing materials, maintenance and organization of marketing folders on Google Drive, assisting in organizing and shipping promotional materials to regional program offices and third-party promotional partners, etc.
- Strong team player with a good sense of humour and ability to have fun.
- Other duties as assigned.

Skills And Experience Desired

- A relevant university degree in marketing and/or communications or related field from a recognized post-secondary institution.
- Experience with marketing and communications for a non-profit or agency.
- A working knowledge of the Adobe Creative Suite (Photoshop, Illustrator, Premiere) is an asset.
- A thorough knowledge of WordPress.
- Comfortable utilizing a wide variety of social networks and community moderation tools, which may include Facebook, Twitter, Hootsuite, LinkedIn, Instagram, Youtube (prior experience with community moderation for other brands is an asset).
- Strong organizational, communication and administrative skills, and proven ability to work independently and manage multiple priorities and deadlines.
- Strong verbal and written communication skills (creative writing abilities a strong asset).
- Technologically savvy with a high level of computer competency; strong experience with MS Office programs (particularly Word and PowerPoint, familiarity with Excel), Google Mail and Apps, database, and cloud computing.
- Photography/videography skills preferred.
- Experience using a central database or other tracking software an asset.
- Knowledge of HTML an asset (experience with Luminare Online desired).

The position is in collaboration with Canada Summer Jobs and has eligibility criteria including:

- Between 15 and 30 years of age (inclusive) at the start of employment.
- A Canadian Citizen, permanent resident or person whom refugee protection has been conferred under the Immigration and Refugee protection act.
- Legally entitled to work according to the relevant provincial/territorial legislation and regulations

Application deadline: Friday September 15th, 2020, resumes being reviewed on a rolling basis.

If you feel that you would be a great fit for this position and foundation, we invite you to apply by

5:00pm on this date via the Unity Health website: <https://unityhealth.to/careers/>

The St. Joseph's Health Centre Foundation and Unity Health Network is an equal opportunity employer. We thank all applicants for their interest; however, only candidates selected for an interview will be contacted. No phone calls please.