



Job Posting

Position Title: Marketing & Communications Manager
Reports to: CEO
Job Status: Permanent, Full-time
Remuneration: Salary, \$55,000 - \$65,000 plus Benefits

Hospice Halifax is a compassionate and supportive community of staff members, volunteers and donors dedicated to making dying and living as comfortable and meaningful as possible at the end of life. Our hospice is an inclusive space where individuals and their families receive personalized and dignified end-of-life care for free.

Hospice Halifax continues to take action against racism and discrimination in the workplace and to identify and address systemic barriers to full and equal participation. As such, each and every member of our team must be committed to fostering a safe working environment where all members experience an authentic sense of inclusion and belonging.

Primary Function of Position

This position is responsible for the overall marketing and internal and external communications of Hospice Halifax and its social enterprise, The Compassionate Closet. As part of the leadership team, the Marketing & Communications Manager will develop and execute strategies and campaigns that support the impact of Hospice Halifax in the community and general fundraising awareness.

The Communications & Marketing Manager, with direction from the CEO, is responsible for bringing awareness and encouraging philanthropy for Hospice Halifax by developing and executing communication strategies, media campaigns and performing social media activities.

The Ideal Candidate

- **A Creative Story-Teller:** You have a knack for developing creative pieces that take people on a journey of emotion, connection, and action as you tell a story or share information.
- **Organized:** You have excellent project and time management skills and keen attention to detail while also being able to distill information and communicate it appropriately to different markets/audiences.
- **Proactive:** You have proven ability to manage systems, can manage multiple projects and set priorities, and can work independently.

- **Technical:** Familiarity with and comfortable using computer applications such as Microsoft Office Suite and G Suite. Experience using Adobe Creative Cloud programs, Wordpress and/or Raiser's Edge NXT would be considered an asset.
- **Flexible:** Constant change motivates you to adapt and grow; you are open to new technology and a changing work environment; you can think creatively to solve problems and meet deadlines.
- You are collaborative, willing to take coaching/direction and naturally build relationships.
- Interested and curious about **end-of-life care** and grief and bereavement support.

Duties and Responsibilities

Reporting to the CEO, the Marketing and Communications Manager is a creative, organized and committed professional who believes in the mission of Hospice Halifax. They have a keen interest in developing strategies to engage the community, partners and donors in thoughtful and sustaining campaigns and conversations relevant to our mission.

Marketing

- Contribute to developing an overall Hospice marketing and communications strategy and implement an annual plan that creates high impact, measurable marketing and communication opportunities, directly supporting results-oriented, leading edge brand awareness and fundraising initiatives.
- Manage both Hospice Halifax and The Compassionate Closet's social media accounts (LinkedIn, Facebook, Instagram, Twitter, YouTube) which includes:
 - Creating and maintaining a content calendar and scheduling posts.
 - Monitoring accounts and responding to feedback.
 - Monitoring industry news and identifying engagement opportunities in the broader social media landscape.
- Collect, analyze, and report data related to all marketing tactics.
- Develop, monitor, and improve Hospice Halifax SEO strategies to increase brand visibility within all audiences.
- Ensure positive and consistent internal/external brand management.
- Identify opportunities to raise Hospice Halifax's profile through media and marketing channels.
- Assist in planning and coordination of Hospice events from a marketing and communications perspective.
- Use sound judgement and professional skills to lead in the execution of a diverse portfolio of communication and marketing responsibilities.

Communications & Storytelling

- Develop and steward media contacts and relationships to build awareness and brand.
- Work with the programs team to identify, invite, and interview families and stakeholders to collect and write new stories/testimonials.
- Support the creation of impactful content for fundraising, campaigns, newsletters, people spotlights, etc.

- Manage updates and develop new creative and branded content for the Hospice Halifax and The Compassionate Closet websites.
- Play an active role in the development of news releases and prepare information for the media.

Additional requirements of the position

- Ability to interact comfortably with a variety of stakeholders including donors, hospice staff, patients, media and community members.
- Ability to fine-tune writing and materials to the needs of specific audiences.
- Exceptional interpersonal, verbal and written communication and presentation skills.
- Participate in Hospice fundraising activities (e.g. Hike for Hospice, Hats Off, Feeling the Love gala)
- Represent Hospice Halifax in the community.
- Other duties as assigned.

Education and Experience:

- Post-Secondary degree or diploma relating to Marketing, Communications, Public Relations, or other relevant fields, or the equivalent combination of training and experience
- Minimum five (5) years of experience in marketing, communications, social media or fundraising, ideally in a non-profit environment.
- General knowledge of Hospice Halifax or other hospices is considered an asset.

How to Apply:

Please forward a cover letter and resume to careers@hospicehalifax.ca and reference "Marketing2022" in the subject line of the email.

Hospice Halifax is committed to fostering a diverse and inclusive work culture. We welcome and encourage applicants who are BIPOC, LGBTQ2S+ and persons with (dis)abilities to self-identify in their cover letter.

We thank all applicants for their interest in working with Hospice Halifax. Only those selected for interviews will be contacted.