

## **Communications Associate**

The Royal Alexandra Hospital Foundation's Communications Associate (CA) plays an integral role and is an important part of a communications team that is responsible for supporting a vast array of activities performed by other communications team staff members.

The role will be to serve as the content curator and copywriter for the organization, as well as the provider of general administrative support for the communications department. You will interview, write, capture, edit, and produce stories that exude emotion, stories that tug on the heart strings, stories that bring the reader into the moment and encourage their support of the Royal Alexandra Hospital Foundation. These stories will be told in print and often coordination with the foundation's Video Producer to generate video content is also required.

### **Responsibilities:**

- Assist Communications Officer with the creation and management of an annual content calendar that lays out themes for days, weeks, and months' worth of content based on health based days and current foundation priorities.
- Work with foundation and hospital staff to identify storytelling opportunities.
- Interview grateful patients, hospital staff members, physicians, and donors in order to write their stories.
- Blog on an ongoing basis in sharing donor and foundation stories that support the RAH centres of medical excellence and the newly formed Alberta Women's Health Foundation to attract site visitors through search, social, and our email subscribers.
- A special focus on the creation of content to grow the organization's subscriber base and increase donor conversion rates by providing regular, inspirational stories that inspire others to give or support the RAHF.
- Collaboration with video, photography, graphic design and print contractors when projects require outsourcing.
- Collaborate regularly with creative teammates, marketing teammates, development colleagues, and senior management.
- Develop an intimate understanding of our multiple brand messages and tone to accurately capture in print.
- Ongoing website maintenance as required.
- Assist the RAHF Communications Officer in the execution of the longstanding health information series, Speaking of Health. Tasks include sourcing and scheduling speakers, coordinating RAHF staff hosting schedule, oversight of content and photography for event materials, and catering coordination (when returning to in-person events).
- Communications department administration support i.e.) payment requisitions, event task coordination, calendar administration for the Director of Communications for etc.
- Minor graphic design project support i.e.) proposal design treatments, internal hospital campaign materials, etc.
- Familiarity with Luminare Online and Raiser's Edge software to support communications team as required.
- A team player who is willing to attend foundation events (both online and offline) and be a part of the action and interaction with donors.

## Requirements:

- Bachelor's Diploma or Degree in Marketing, Journalism, Communications, or Advertising or another marketing area or commensurate job experience.
- Experience (volunteer or otherwise) in content creation/production. Content creation in the non-profit sector would be a plus.
- Stellar writing skills, and emotional storytelling abilities.
- A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions.
- Past experience creating content to build audiences either online or offline.
- Project management experience for graphic design and publication creation
- Proficient in use of Microsoft Office suite of products.
- Basic graphic design skills.

## Additional Requirements

Security Clearance Check

All NEW employees are required to provide a successful satisfactory Canadian criminal record check and/or Vulnerable Sector Search prior to the start of their employment. The check must be specific to the role and must be dated no more than 90 days prior to the date on the written offer.

## Physical Demands

Working at a desk or computer related work for long periods of time.

## Hours of Work

- 7.75 hours per day Monday–Friday. 38.75 hours per week. Permanent 1.0 FTE.
- This position is an optional permanent remote working opportunity.
- Occasional evenings and weekends.

## Compensation

Salary is commensurate with experience. This is a full-time permanent position that includes a competitive benefits package.

## Applying

Please forward resume with cover letter and salary range expectations to: [careers@royalalex.org](mailto:careers@royalalex.org)

## Closing Date:

This posting will remain open until a suitable candidate has been found. The Royal Alexandra Hospital Foundation is committed to an equitable, diverse, and inclusive workforce. We encourage applications from all qualified persons.

The Royal Alexandra Hospital Foundation thanks all applicants for their interest in employment with us; however, only those selected for interviews will be contacted.