



Marketing & Communications Officer Position Description

Position Title: Marketing & Communications Officer

Reports To: Director, External Relations

Status: 1.0 FTE, Maternity Leave Contract, 14 months

Position Summary: The Marketing & Communications Officer is responsible for the implementation and coordination of Hospice Calgary's marketing and communications materials and initiatives. Such projects include, and are not limited to, website, annual report, newsletter, brochures, donor recognition, presentations, etc. The position collaborates with the Leadership Team in fulfilling the *External Relations Business Plan*.

The position also contributes to an ethical, safe, and inclusive environment through knowledge and practice of the organization's policies and procedures.

Primary Duties and Responsibilities:

- Project manage and liaise with website vendor to design and maintain the Hospice Calgary website
- Lead all digital and search marketing initiatives
- Provide communication support for donor recognition
- Project manage and produce Hospice Calgary's annual Community Report
- Design, write, produce and distribute the semi-annual Hospice Calgary newsletter and brochures
- Lead media relations for all of Hospice Calgary's programs and services as directed
- Coordinate photo shoots, media interviews, and press conferences as required
- Liaise with Hospice Calgary team members to coordinate resources for public awareness initiatives
- Coordinate and work with vendors to produce marketing materials for the agency
- Prepare and maintain Hospice Calgary's communication standards as directed and ensure standards are communicated and accessible to employees
- Maintain central files for promotional materials
- Manage project specific budgets
- Perform other duties as assigned

Qualifications & Strengths:

- Post-secondary accreditation in Public Relations, Communications, Marketing, Graphic Design, and/or Journalism
- Highly developed and exemplary oral, written, and interpersonal communication skills; samples of work may be requested
- Understanding and experience with search marketing, website infrastructure, design programs (such as Creative Cloud), email marketing, and print production

- Exceptional computer skills, including desktop publishing and Microsoft Office applications, as well as commonly used media tools
- Consistently show solution-oriented initiative and creativity
- Ability to plan, manage, execute, and prioritize multiple complex projects
- Lead colleagues through marketing and communications related projects
- Passion for Hospice Calgary's Mission
- Membership in a related professional association is an asset (e.g. CPRS, IABC)

Working Conditions:

- Shared office environment
- A standard work week is required (Monday – Friday)
- Occasional evening and weekend work may be required
- Based out of Sage Centre; occasional requirement for offsite work
- Occasional requirement to lift marketing materials (up to 25 pounds)
- Embedded within a compassionate and innovative team