



Rosedale Hospice

Marketing & Communications Officer Position Description

Position Title: Marketing & Communications Officer

Reports To: Director, Development

Status: 1.0 FTE, Permanent

Position Summary: The Marketing & Communications Officer is responsible for the development, implementation, and coordination of Hospice Calgary's Communications efforts and related communications materials. The position works closely with the Fund Development team to promote Hospice Calgary events, fundraising, programs, and donor stewardship as well as collaborates with the Leadership Team to execute program-specific marketing and communications initiatives.

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:

- Develop and publish digital marketing and communications content across Hospice Calgary's various sub-brands (Children's Grief Centre, Living with Advanced Illness Centre, and Rosedale Hospice), for social media, web and email, ensuring balanced representation of the sub-brands.
- Manage the Hospice Calgary brand and sub-brands, ensuring that all communications and design pieces align with the brand and ensure standards are communicated and accessible to employees.
- Project manage marketing and communications materials including, but not limited to, website, annual Community Report, social media, newsletters, brochures, donor recognition, presentations, press releases etc.
- Regularly update and edit the organization's website keeping it consistent with the brand.
- Ensure SEO best practices for web content and other digital media.
- Manage Hospice Calgary social media channels and create annual social media plan.
- Support the development, design, and distribution of email campaigns, print materials, and other promotional materials (e.g. quarterly newsletters, event promotions, brochures, donor information packages, displays, signage, etc.)
- Liaise with Hospice Calgary team members to coordinate timelines for events, fundraising, and public awareness marketing campaigns.
- Actively support communications and social media related to all Hospice Calgary events, including fundraising and third-party events.
- Lead media relations for all Hospice Calgary's programs and services as directed.
- Coordinate photo shoots, in-house videos, media interviews, and press conferences as required.
- Perform other duties as assigned.

Qualifications & Strengths:

- Post-secondary accreditation in Public Relations, Communications, Graphic Design, Marketing, or Journalism
- Highly developed and exemplary oral, written, and interpersonal communication skills; samples of work will be requested.
- Understanding and experience with Digital Marketing tools such as SEO best practices, UX design basics, WordPress, Google Analytics, Adobe Creative Suite, Canva, Mailchimp (or similar) and Hootsuite (or similar).
- Exceptional computer skills, including desktop publishing and Microsoft Office applications.
- Experience in photo and video editing considered an asset.
- Consistently shows solution-oriented initiative and creativity.
- Ability to plan, manage, execute, and prioritize multiple complex projects.
- Lead and train 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).
- Experience with Raiser's Edge (BlackBaud) NXT is an asset.

Working Conditions:

- A standard work week is required (Monday – Friday)
- Occasional evening and weekend work may be required
- Based out of Hospice Calgary's southeast office location; occasionally required to go to Rosedale Hospice, special events, and vendor offices
- Occasional requirement to lift marketing materials (up to 25 pounds)