



BCCDC Foundation *for* Public Health



Title: Associate Director of Marketing and Communications

The **BCCDC Foundation for Population and Public Health** (The Foundation) works in partnership with the BC Centre for Disease Control (BCCDC), and other stakeholders to improve public health outcomes. We are an independent, non-governmental organization and registered charity, working in partnership with, but distinct from, the BC Centre for Disease Control. We support public health and advance health equity for groups facing inequities and barriers to health due to social, economic, and structural factors.

Are you passionate about health equity?

Do you want to make an impact toward ending the overdose crisis?

Are you looking for an opportunity to support communities through the pandemic and as we recover?

We invite you to join our growing team where you can support this vital work—and more. The Foundation puts healthy humans at the centre of health planning and funding. The only Foundation of its kind in Canada, the Foundation and its partners are building the model for public health that can be emulated across the country and are best positioned to do so.

We have funded more than 100 projects since our inception. For stories on our work, please visit: <https://bccdcfoundation.org/whats-new/blog-posts/>

Scope of Position

We are looking for an **Associate Director of Marketing and Communications** to expand the organization's reputation, influence, and impact as a public health charity. The primary focus of this role will be to collaborate and partner with the Executive Director, as well as the Fund Development team, in developing and implementing a long-term marketing and communications strategy to support the achievement of our strategic objectives.

Reporting formally to the Director of Operations, the Associate Director will work and partner closely with the Executive Director on the marketing and communications program. The Associate Director will provide oversight and direction to the Communications Officer, and will play a key role in our organization, providing expertise on marketing and communications for the organization, our leadership team, the Fund Development team, and Board/staff. This role will be strategically aligned with a new Associate Director of Fund Development.

BCCDC Foundation for Population and Public Health

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Overview of the Position:

Organizational Leadership

- Plays a key role in the development and growth of the marketing and communications department, including responsibility for direct report(s) and all related performance management needs.
- Fosters a culture of inclusion, respect, positivity, and trust, and an environment that supports teamwork and cooperation.
- Supports Equity, Diversity and Inclusion initiatives at the Foundation
- Provides direction and implementation of internal communications
- Provides support for board relations and board communications in collaboration with Executive Director and Operations department.

Marketing and Communications

- Develops and executes, in partnership with the ED, a long-term marketing and communications strategy, building upon existing strategies and new priorities, providing direction for current brand and channels and identifying potential future opportunities to engage and grow the Foundation's profile, reputation, supporters, and donor base.
- Grows our audience across all channels and supports the acquisition and conversion of new Foundation supporters.
- Develops and monitors the marketing and communications budget in collaboration with the Executive Director and Operations team.
- Supports the ED in development and implementation of measurable internal and external communications plans for new and existing programs and projects.
- Works collaboratively with team members to prepare a wide range of communications materials
- Collaborates closely with the Fund Development team on shared projects and campaigns, supporting fundraising goals and strategies and optimizing communications, stakeholder relations, and fund development efforts.
- Attends community events with Executive Director and Director of Development to build profile and reach of the Foundation.

Knowledge Translation

- Supports the Executive Director in the identification and development of strategic priority knowledge translation goals and action plans that align to, and support, the Foundation's strategic plan and priority projects.
- Manages the implementation of knowledge translation activities which include, for example, translating technical knowledge into public facing materials and writing plain language project summaries and stories.



- Works with the Executive Director to ensure knowledge translation components of Foundation-supported funding programs are appropriately included and aligned with organizational and funding programs' intended outcomes/impacts.
- Conducts regular environmental scanning and research activities related to knowledge translation and public health in BC to inform and support the Foundation's strategic plan and priorities.

Relationship Building and Partnerships

- Collaborates and builds relationships with marketing and communications colleagues across the health system and research communities to strengthen content development and communicate knowledge translation activities of the Foundation and our stakeholders.
- Liaises with Operations department to ensure all funded projects and programs are adhered to, and grantees are supported in, funding acknowledgement requirements.

Requirements

- Minimum of eight to ten years' relevant experience in marketing and communications or equivalent combination of education and experience.
- Minimum of three years' experience managing, supervising and engaging staff and direct reports.
- Proven experience working in non-profit organizations.
- Proven experience with fund development initiatives is an asset.
- Proven experience and understanding of public health, a health-related field, knowledge translation, and/or public and community engagement is an asset.
- Experience and knowledge of strategic and operational planning.
- Demonstrated ability to define marketing and strategic communications goals and objectives for multiple target audiences, and to develop and implement strategic communications plans to accomplish goals.
- Experience collaborating with consultants on complex marketing and communication pieces.
- An understanding of, and passion for, working in a small and dynamic growing charity is particularly key.
- Comfort and experience discussing and advocating for social change and progressive social programs.
- Commitment to the vision, mission, values, and priorities of the BCCDC Foundation.
- Excellent oral and written communication skills.
- Ability to efficiently organize and manage diverse projects while meeting multiple deadlines, along with thorough attention to all details and consistent follow through.
- Ability to work flexible hours on occasion, based on predictable activities like early meetings and late events.

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Attributes

- Driven and perseverant. Undaunted by challenges, and approaches opportunities with an open and positive mindset. Self-motivated and tenacious.
- Adaptable. Smart and clever with flexible thinking and a creative outlook. Able to deal with the unexpected. Models and enables creative thinking, curiosity, and innovation to create new solutions. An excellent problem-solver.
- Collaborative. A true team player without ego or pretension, yet confident in their abilities and expertise. Cultivates strong and trusting relationships. Values good and open communication. Fosters respect, authenticity, emotional intelligence, responsibility, and accountability.
- Mission-aligned and dedicated. Holds genuine excitement for the Foundation's mission and is willing to immerse themselves in public health, the social determinants of health, and harm reduction. Socially and politically progressive and open minded. Passionate and caring. Committed to equity, diversity, and inclusion. Committed to social justice, anti-racism, and anti-Indigenous racism.

The Foundation offers:

- Ability to work flexible hours
- Hybrid workplace where staff are able to work from home and from the Vancouver office
- Cellphone reimbursement
- Paid sick days and additional wellness days for personal and care responsibilities
- Access to a professional development budget for continued learning and education
- Mentoring and coaching
- A collaborative, supportive team environment

We value a diverse team and embed EDI across the organization. Applications are strongly encouraged from all qualified individuals regardless of disability, culture, ethnicity, race, sexual orientation, gender identity and expression, nation of origin, age, or religion. The BCCDC Foundation strives to recruit through a lens of equity, diversity and inclusion, to reflect our work to address inequities, advance social justice, and support all communities. We **strongly encourage applicants to self-identify in their application** if they feel comfortable in doing so. Please also share any accommodations that may support you in the hiring process.

To apply to this exciting position please respond by email to the Chemistry Consulting Group at Careers@chemistryconsulting.ca with the following position title in the subject line “**Associate Director of Marketing and Communications**”, and **your full name**. Please provide an up-to-date cover letter and resume (as one file) outlining your experience, qualifications, and why you are passionate about working with BCCDC Foundation for Public Health.