



**Associate Director of Marketing and Communications
Job Posting
Salary Range: \$94,400. - \$106,200.**

The **Pacific Public Health Foundation** ("Foundation") is the only charitable foundation in BC actively fundraising for public health initiatives, with and in support of our partners throughout the province. We are a leader in public health philanthropy, engaging and investing in innovative, collaborative, and evidence-based initiatives that improve population health. We are an independent, non-governmental organization and registered charity, that has built partnerships across all areas of public health, ensuring that we continue to make a difference in communities where, how, and when they need it the most. We envision a healthy, safe, and equitable future for all.

Are you passionate about health equity?

Do you want to address the determinants of health?

Do you want to make an impact toward ending the toxic drug poisoning crisis?

Are you looking for an opportunity to help rebuild community resiliency and address the societal consequences of the pandemic?

We invite you to join our growing team where you can support this vital work—and more. Help us make an impact in communities across BC. For stories on our work, please visit: www.pacificpublichealth.ca

Scope of Position

We are looking for an **Associate Director of Marketing and Communications** to support the implementation of the strategic plan to successfully grow our influence and impact as a public health charity. The primary focus of this role will be to execute marketing and communications activities, knowledge translation and public engagement activities, and support work to raise the profile, reputation, and reach of the Pacific Public Health Foundation, and public health broadly, as well as collaborating on and implementing communications that directly support and advance the fundraising efforts of the Pacific Public Health Foundation.

Reporting to the Director of Operations, this role works in collaboration with the CEO, and the Fund Development and Operations departments.

Overview of the Position:

Strategy & Planning

- Together with the CEO and Leadership Team, develops and implements marketing and communications strategy and plans.
- Develops and establishes plans to support multi-year marketing and communications strategies.
- Develops, in partnership with the CEO, the Foundation's long-range marketing and communications strategy, aligned with the Foundation's strategic goals, purpose, and partnership and engagement strategy.
- Implements the marketing and communications operation plan, including but not limited to goals and metrics, tactics, and required resourcing.
- Develops, provides oversight for, and reports on key metrics, targets, and goals related to overall strategy, annual plans, and special initiatives.

Marketing and Communications Oversight & Leadership

- Develops and executes, in partnership with the CEO and Leadership Team, 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 CEO and Operations team.
- Supports the 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.
- Supports the CEO in the identification and development of strategic priority knowledge translation goals and action plans that align to, and support, the Foundation's strategic plan, partnership and engagement strategy, 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 CEO 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.
- 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.

Fund Development Collaboration

- Works in partnership with the Associate Director of Development to advance fundraising activities, projects, and donor relations and stewardship.
- Collaborates with the Associate Director of Development on fundraising communications and plans, online donor acquisition, web and social media presence, etc.
- Collaborates closely with the Fund Development team on shared projects and campaigns, supporting fundraising goals and strategies and optimizing communications, donor relations, and fund development efforts.
- Attends community events with CEO, Associate Director of Development, and other staff to build profile and reach of the Foundation.
- Supports and collaborates on key metrics, targets, and goals related to fundraising strategy, annual plans, and special initiatives.

Foundation Leadership & Internal Collaboration

- Provide proactive and supportive management and leadership of the marketing and communications staff team; support professional development and active career growth.
- Develop and oversee all professional training, cross-departmental training, culture, and teambuilding.
- Supports organization strategy and planning across the Foundation.
- 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 support for board relations and board communications in collaboration with CEO and Operations department.
- Provide input for annual operating and program budgets, as needed.
- Provides direction and implementation of internal communications, including for the Board.

General Administration

- Oversee development and implementation of systems, policies, procedures, and processes, as related to marketing and communications.
- Other duties as required.

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

Attributes:

- Driven and perseverant. Undaunted by challenges, and approaches opportunities with an open and positive mindset. Self-motivated and tenacious. Solutions-focused and forward-thinking.

- 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 meaningful, strong, and trusting relationships. Values good and open communication. Fosters respect, authenticity, emotional intelligence, responsibility, and accountability.
- Purpose-driven and dedicated. Holds genuine excitement for the Foundation's purpose and is willing to immerse themselves in, and be a champion for, public health, the social determinants of health, equity, 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, anti-Indigenous racism, and Truth and Reconciliation.

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
- Laptop, monitor, and other equipment
- One-time stipend for home office needs
- Paid sick days and additional wellness days for personal and care responsibilities
- Generous vacation package
- 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 equity, diversity and inclusion (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 Pacific Public Health Foundation strives to recruit through a lens of EDI, 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 position, please respond by email to careers@chemistryconsulting.ca, citing **PPHF – Assoc Dir of Marketing and Communications** in the subject line. Please submit a cover letter, and resume detailing your experience and qualifications, as well as outlining why you are interested in this position.