



## IWK Foundation

### **Community Engagement and Marketing Coordinator**

#### **Who We Are:**

The IWK Foundation, together with its donors, strives to be the catalyst to revolutionize health care and research for women and children. The IWK Foundation is committed to continuous improvement and running a business that is entrepreneurial, innovative, and based on strong values.

#### **What We Need:**

The IWK Foundation (IWKF) is seeking a Community Engagement and Marketing Coordinator to play a vital role in enhancing the visibility and impact of the IWK Foundation through strategic community engagement and marketing initiatives.

Reporting to the Director, Brand and Editorial, this position serves as a key liaison between the Foundation and the broader community, including patients, families, volunteers, and partner organizations.

The Coordinator is responsible for identifying and participating in community events, recruiting patient ambassadors for marketing materials, and supporting Corporate and Community Giving (CCG) initiatives.

The Coordinator manages advertising bookings, oversees print and production logistics, and supports the execution of the annual IWK Foundation Telethon for Children in collaboration with the Marketing and Community Specialist.

As the Community Engagement and Marketing Coordinator, you will serve as the Brand team's liaison between the organization and the community. You will work closely with internal teams, local organizations, volunteers, and the public to recruit patients for marketing materials, and participate in events and initiatives that foster community participation and support. This role is critical in increasing visibility of the IWK Foundation.

The IWK Foundation has a Flexible Work Plan, embracing a hybrid model with the expectation of a minimum of 2 days in the office per week.

- **Community Engagement:**
  - Identify and represent the IWK Foundation at community events to increase brand visibility
  - Provide support for Corporate and Community Giving events/initiatives when required, and assist in developing mutually beneficial relationships with partners
  - Identify and recruit IWK Health patients, families and team members to profile in marketing materials and/or act as ambassadors at community/corporate events, and track participation
- **Production and Administrative Support:**
  - Execute booking of advertising for print, digital and broadcast for all campaigns.
  - Source, manage and negotiate all printing and production. Ensure exceptional work is delivered on time and on budget and in keeping with brand standards.

- Review Brand Support Requests for required information and assign to the appropriate Brand team member for execution and accountability of support request.
- Contribute strategically and collaboratively to the overall goals of the Department and wider Foundation team.
- Telethon Logistics Support:
  - Assist the Marketing and Community Specialist in the production of the annual IWK Foundation for Children on CTV by providing logistical support. Includes but is not limited to the set up of filming location; onsite communications; development/purchase/delivery of required materials; installation of promotional materials and wayfinding; and production crew hospitality
- Key Relationships:
  - Brand and Marketing team
  - Foundation Operations team, including Finance, HR and IT & Data
  - Philanthropy team
- Work Planning and Administration
  - Collaborate with all team members to ensure accuracy and timeliness on delivery of key tasks and assignments.
  - Practice effective methods to prioritize and organize work to ensure timeliness, productivity and quality of work.

#### **Who Are You:**

You are known for your initiative, accountability, strong teamwork, decision making, and both your internal and external relationship management skills.

You have:

- 2+ years' experience in increasingly complex roles and responsibilities in marketing administrative support in not-for-profit organizations.
- Relevant post-secondary degree or diploma, preferably in business, marketing, communications, public relations, or a related area of study.
- Ability to communicate in a professional way internally and externally.
- Strong attention to detail, in all verbal and written communications.
- Professionally represent the IWK Foundation at all times.
- Demonstrated ability to collaborate internally and externally.
- Proficiency in Microsoft programs including Word, Excel, Outlook, PowerPoint and 365.
- Self-direction, with excellent time management skills.
- A confident, energetic, and positive outlook.

You thrive working in a fast-paced environment, collaborating with a dedicated and passionate team to enable world-class care for Maritime children, women, and families. You share our values of respect, resiliency, gratitude, humble confidence, curiosity, passion for the cause, and showing up every day as an owner.

#### **What Do You Do Now?**

If you are passionate about children's and women's health, with a desire to be a part of something meaningful in our communities, hearing patient stories, meeting patients and patient families, donors and health care professionals impacted by the work the Foundation does each day, then this is your opportunity! The IWK Foundation also provides a competitive and comprehensive compensation package in addition to a flexible work environment.

If this role seems right for you, please provide a cover letter outlining why you believe it is a fit, along with your resume to [iwkfcareers@iwkfoundation.org](mailto:iwkfcareers@iwkfoundation.org) using the subject line: **Community Engagement**

**Marketing Coordinator.** We thank all candidates but only those selected for an interview will be contacted.

We welcome all applicants who self-identify as Indigenous, Black/African Nova Scotians, Persons of Colour, Immigrants/Newcomers, Persons with Disabilities and 2SLGBTQIA+ to apply and represent the communities that we support.