

COORDINATOR, COMMUNICATIONS

We are looking for a young, talented and creative **Coordinator, Communications** to join our team to help inspire communities, transform health care ultimately changing lives!

Reporting to the **Director, Communications & Donor Experience**, you will implement and oversee multiple communication strategies for the Friends Foundation and Wellspring Cancer Support ensuring creative content creation and collection, implementation, and evaluation for various initiatives are done in the most effective and efficient manner. Your efforts will broaden our audience and develop stronger relationships to maximize fund raising potential while keeping donors abreast of the impact their gifts are making to advance patient care.

Why the Friends Foundation?

The Friends of The Moncton Hospital is the philanthropic arm of The Moncton Hospital in Moncton, NB. We work to inspire giving to help fund new technologies, innovation, renovated spaces and placing the right tools in the hands of our medical staff to strengthen patient care. In addition to a competitive compensation package including comprehensive benefits and RSPs, we are proud to provide a collaborative and enriching work environment. We value inclusivity and diversity in the workplace and a respectful work environment free from discrimination and harassment.

What you will do

- In this role, you will coordinate a social media plan to engage followers for both the Friends Foundation and Wellspring New Brunswick and have a hand in the organization's annual communications workplan in collaboration with the Director, Communications & Donor Experience. This includes writing, creating captivating videos, scheduling and posting compelling content, story telling, managing social media platforms, overseeing websites, and exploring new ways to enhance our overall brand presence.
- Grant writing including case for support(s), participating in writing direct marketing appeals and other communication pieces as requested.
- Your "can do" attitude, communications skills, and superb attention to details will be an asset to the team as you ensure all projects meet quality standards for consistency, accuracy, branding, and professionalism. Your interest and skills to track, analyze, and implement plans and solutions based on performance metrics will be a key part of the role,

ensuring your work, and that of your team, has the greatest possible impact. As a key contributor, you will monitor and explore industry trends and best practices and bring new ideas and initiatives to the organization in order to enhance our communications efforts and demonstrate how giving changes care.

What we are looking for

- 2+ years of Marketing/Communications work experience
- An undergraduate or graduate degree in Communications, Marketing or a related field strongly preferred
- Exceptional communication, visual, writing, passionate story telling, editing, and organizational skills
- Exceptional project management skills with an eagle eye to detail
- Ability to produce engaging videos and capture memorable photos
- Proficient in digital communications and social media management
- Must have expertise using social platforms including Facebook, Instagram, LinkedIn and YouTube
- Experience in website management and email marketing
- Familiarity with Canva or similar design tools
- Demonstrated success at building relationships with media
- Creative, tech savvy and eager to learn
- Excellent oral and written communication skills
- Accreditation/certification in public relations considered an asset
- Bilingualism (English and French) is considered a strong asset
- Valid driver's license
- Good work record

Job Details

Location: Moncton, NB

Hybrid model with an expectation of 3 days a week in office

Full-time, 37.5 hours per week, Monday to Friday.

Compensation is commensurate with experience.

As with all employees of the Friends Foundation, a criminal records check is required and there is a six-month probationary period.

Apply for this opportunity! Please email your resume and cover letter to Friends@FriendsFoundation.ca by December 20th, 2024. Include "Coordinator, Communications" in the subject line. While we thank all applicants in advance for their interest, only those selected for an interview will be contacted.