

Covenant Foundation proudly supports Covenant Health, Covenant Care and Covenant Living and their 155-year legacy of healing the body, enriching the mind and nurturing the soul.

Our foundation partners with the community to help create vibrant communities of health and healing for Albertans from all backgrounds, faiths and circumstances, through every stage of life. With the support of donors, we help transform health care for priorities such as Seniors' Health, Mental Health, Rural Health, Palliative Care, and Women & Children's Health, and Spiritual Health. The funds we raise support specialized programs, equipment and training, and enhanced care spaces for 22 Covenant hospitals and continuing care sites across Alberta.

Covenant Foundation is seeking a Communications & Marketing Advisor to join its team, with opportunities for personal and professional growth.

The Communications & Marketing Advisor will act as a strategic partner to support various foundation initiatives and events, including identifying opportunities to enhance stakeholder relations, mitigate potential risks to the foundation's reputation, cultivate positive media relationships and deliver effective communications strategies.

We're looking for an experienced communications strategist and exceptional writer with demonstrated experience working closely with senior leaders, subject matter experts, story ambassadors with lived experience, and community and corporate supporters to capture their voice and tone in all kinds of awareness-building and fundraising communications.

As the ideal candidate, you will collaborate within and beyond the foundation to provide client/partner counsel and support a strategic perspective in alignment with the foundation's three-year strategic plan. Working across all facets of communications, you will research, plan, develop, execute and evaluate integrated external and internal communications and marketing initiatives that directly support the foundation's business needs.

As our Communications & Marketing Advisor, your primary responsibilities will include:

- Working with the Communications & Marketing team and internal and external clients to determine communications and marketing needs, and provide direction, expertise, project management and support on integrated strategies and tactics.
- Developing and executing integrated communication plans that incorporate research, strategy development, goals, objectives, key messages, tactics plans, budgets and measurement to meet or exceed business needs and ensure projects are delivered on time and on budget.
- Leading marketing and communications support for foundation events and key initiatives, including managing relationships with external agencies, vendors, videographers, photographers and graphic designers as appropriate.
- Researching, writing and editing content for various traditional and digital mediums to support communications and marketing plans, including speeches, briefing notes, presentations, campaign and case for support materials, stories, social content, video messages, event scripts and collateral, reports and publications; Overseeing the creation and integration of compelling visuals into products.
- Assisting in media relations to cultivate engaging and positive relationships with local and regional media, write and distribute news releases and media kits, respond to inquiries, arrange media interviews, serve as a spokesperson when needed, and develop and execute news conferences and media events in a timely manner.
- Identifying and assisting in the management of issues affecting the foundation and stakeholders, including developing communication plans, researching/writing issues management and key messages, and providing support in response to emerging issues.
- Ensuring timely and accurate updates about communications efforts in Raiser's Edge NXT.
- Assisting with other duties as needed.

The right candidate will demonstrate on their résumé:

- Related degree, diploma (e.g., communications, public relations, journalism) or equivalent work experience with five or more years of related experience.
- Demonstrable experience in achieving strategic outcomes through actionable communications and marketing plans.
- Exceptional ability to write simply, clearly and concisely using CP style.
- Proven ability to present complex concepts in a simple manner to stakeholders.
- Outstanding storyteller who can creatively apply content and design best practices in fresh and exciting ways.
- Solid understanding of and experience in external and internal communications across all channels, issues management, media relations, and donor communications.
- Excellent interpersonal, collaboration, networking, and relationship building skills.
- Proven ability to collaborate tactfully and effectively with stakeholders, across departments and with all levels in an organization, demonstrating a service-oriented approach.
- Demonstrable project management experience and ability to deliver projects on-time, on-budget and to quality.
- Strong multi-tasking and organizational skills, with proven ability to balance competing priorities and meet and manage client expectations.
- Demonstrable ability to think strategically with proven research, critical thinking and problem-solving skills, and ability to identify creative solutions to emerging issues in a timely manner.
- High degree of professionalism, sound judgment and diplomacy.
- Experience with Microsoft Office products, social media management tools like Hootsuite, fundraising and CRM systems like Raiser's Edge NXT, graphic design tools like Canva Pro, mass email applications like MailChimp, web design tools like HTML and Wordpress, and project management tools like Monday.com.
- Related experience in a nonprofit organization and/or health sector organization is an asset.
- Ability to work occasional evening and weekend hours as required.
- Membership in CPRS or IABC is an asset.

Why Covenant Foundation?

We believe in supporting our employees holistically by providing:

- Competitive pay: \$60,668 – \$82,443 per annum based on a 35-hour work week
- Comprehensive benefit package
- Pension plan
- Flex spending account
- Hybrid work environment (1-2 days per week in office, or more if that's your preference)
- Access to on-site gym

To Apply

Please email your **cover letter** and **résumé** in one document to Crystal Clayton at crystal.clayton@covenanthealth.ca. Please include in your email subject line: **MARCOMMS ADVISOR**. While we thank all candidates who apply, we will only reach out to candidates who meet the hiring manager's requirements on their résumé.

Commitment to Diversity, Equity, Inclusion and Accessibility

Covenant Foundation values diversity in thought as well as representation. We are committed to building an environment that provides a foundation for safety and belonging and are challenging our biases and assumptions daily. Should you need any support during the application or interview process, please do not hesitate to reach out to crystal.clayton@covenanthealth.ca.