

## **Job Opportunity: Marketing and Communications Manager**

Health Partners International of Canada (HPIC) is seeking an experienced and creative Marketing and Communications Manager.

HPIC is a charity dedicated to increasing access to medicine and improving health in the world's most vulnerable communities internationally. The organization has offices in both Montreal and Oakville.

HPIC is looking for someone who can take our cause to heart and tell the story of our impact to grow awareness and support for this unique Canadian charity.

The successful candidate will be responsible for developing a solid communications plan and presenting HPIC news to stakeholders in order to build awareness, engagement and support. Using marketing techniques and strategies, the candidate will be in charge of outreach to new potential donors and will assist HPIC's acquisition of supporters among other targeted audiences.

The candidate will work closely with the management team in support of the objectives of the organization, and will assist with healthcare industry relations and fundraising.

### **Job duties and responsibilities**

- Develop and execute the organization's multi-channel communications plan
- Develop, implement and manage a marketing outreach strategy, including social media platforms
- Define and keep track of communications, marketing & social media KPIs
- Act as brand storyteller, content creator and curator, which includes managing staff content creation, volunteers, suppliers and relevant content from other sources
- Maintain the voice of HPIC and keeping its key messages current
- Create and maintain a timely production schedule, allowing for flexibility during emergency situations
- Create and maintain relations with counterparts in partner organizations
- Act as a spokesperson for the organization and respond to media inquiries
- Stay up to date with the latest marketing communications for non-for-profits and social media best practices and technologies
- Create mandates and source suppliers/freelancers, directing and supporting them with patience and diplomacy

### **Job requirements and qualifications**

- 3 to 5 years of experience in communications and/or marketing; specific experience in fundraising is an asset

- Degree in marketing, communications or journalism
- Excellent written and oral communications and interpersonal skills
- Demonstrated ability to create content for digital and print communications
- Demonstrated command of language and extensive editing experience
- Bilingual (English and French)
- Experience creating campaigns and strategies for Facebook, Twitter and LinkedIn, for marketing purposes as well as building relationships and understanding partners and trends
- Familiarity with websites and web strategies, e.g, WordPress, SEO and SEM
- Ability to plan, execute, evaluate and track results
- Knowledge of, and ability to provide direction on, graphic design
- Knowledge and comfort working in Microsoft Office
- Knowledge of video production, photography and the ability to edit video and images a major asset
- Ability to work from home if indicated
- Willingness to travel to the Greater Toronto Area and on occasion internationally
- Critical thinker who is trusted to solve problems
- Resourceful team player with good time management skills and the ability to multitask

This organization will consider full/ part time candidates and contract positions. Kindly send a cover letter with your availability and salary expectations to [dgomez@hpicanada.ca](mailto:dgomez@hpicanada.ca).

Additionally, this organization will consider candidates to work from Quebec or Ontario, with consideration to working remotely. Those applicants that meet the criteria above will be contacted for an interview.