



JOB POSTING: Volunteer Engagement & Corporate Communications Coordinator

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.

Reporting directly to the Director of Philanthropy & Communications, the Volunteer Engagement & Corporate Communications Coordinator will do very important work. The coordinator will help to further engage HPIC's volunteers; community & corporate groups while they visit our Oakville Distribution Centre. Furthermore, the coordinator will work to enhance HPIC's brand and impact across a variety of outlets (audiences, print assets, social media and digital platforms). The coordinator will also help to implement and capture metrics to evaluate HPIC's marketing and communications strategies that align with HPIC's annual plan and activities under the organization's strategic goals. This role requires the development of on-brand content, stories and testimonials that tell the story of HPIC's work and supports awareness building and the financial growth of HPIC. The coordinator monitors HPIC's social media accounts, introduces new marketing trends, and makes recommendations for marketing techniques for different audiences.

Summary of job duties and main responsibilities:

Content Creation, Strategy Execution & Website Management 50%

- Incorporate learned expertise that helps with the development and the execution of the organization's multi-channel communications plan
- Participates in the execution of a HPIC's marketing strategy that leads growth of the HPIC brand online and offline across a wide range of audiences, locally & nationally
- Stays current and knowledgeable with the latest marketing & communications best practices and technologies for non-for-profits, particularly in healthcare and global relief efforts sector
- Leads the tracking of marketing & social media KPIs (metrics) and makes recommendations for improved approaches
- Leads the creation of content; writing, editing & design. Works with internal area managers to gather required information for different organizational assets and audiences
- Monitors and writes content for HPIC's audiences that deploy over social media, website including blog (digital and video)
- Creates different organizations assets, both print & digital. Examples: HPIC's semi-annual newsletter, key messages, donor proposals & cases for support, impact reports (print & video), campaign mailings, sponsorship and event assets, and other stewardship & solicitation pieces as requested and needed
- Manages, monitors, and troubleshoots HPIC's website
- Webmaster for English and French (HPIC websites) updating content and visuals (images & video) as needed
- Communicates and cooperates with IT to flag and identify any website related security breaches
- Ensures HPIC's website is compliant with all online policies, laws and regulations

External Communication & Event Support 25%

- Seeks and acquires opportunities and media partnerships to further showcase HPIC and its mission within the GTA and beyond (across Canada)
- Prepares public key messages and public remarks for campaigns and emergency response activities or other external activities
- Responds to media inquiries
- Supports logistical support & event execution for organizational events, on-site activities as part of annual plans or other duties as assigned

Volunteer Program Management 25%

- Helps to build and further engage volunteers as part of HPIC 's mission and program
- Helps to implement a mechanism for volunteer recruitment, engagement, support, retention, and recognition
- Manages onsite volunteers including orientation, scheduling, training, attendance monitoring and maintenance of volunteer records and data
- Leads the onsite experience with volunteer groups (corporate & community) that attend onsite (Oakville facility) to pack medical aid or assist with other special projects or duties as assigned

Job requirements and qualifications

- Minimum of 2 years experience in communications and/or marketing; specific experience in fundraising or in the healthcare/not-for-profit sector is an asset
- Degree in marketing, communications or journalism is preferred
- Experience creating campaigns and strategies for Facebook, Twitter and LinkedIn, for marketing purposes
- Experience with web sites and web strategies, e.g, WordPress, SEO and SEM
- Some experience with video production, photography and the ability to edit video and images is an asset
- Minimum of 2 years experience working with volunteers or in event management
- Excellent computer skills including MS Office & trending design applications
- Excellent written and oral communications and interpersonal skills
- Demonstrated command of language and extensive editing experience
- Bilingual skills (English and French) is an asset
- Demonstrates behaviour consistent with HPIC policies and Code of Conduct.
- Models behaviour that is aligned with the values of HPIC – Honesty, Integrity and Accountability, Respect and Dignity, Compassion and Caring, Leadership, Vision and Innovation.
- Commitment to providing an exceptional experience for staff and donors within a challenging and exciting environment that is active in its mission to care for the vulnerable to keep them healthy.

To apply please send cover letter, resume and your salary expectations to dgomez@hpicanada.ca

This opportunity will remain open until filled.

Those applicants that meet the criteria above will be contacted for an interview.

This position requires physical presence at our Oakville Distribution Centre located at 2907 Portland Drive.
Days/Hours preferred: Monday to Friday, 8:00 AM – 4:00 PM.

NOTE: Occasional evenings and weekends are required for select opportunities and events.

For more information on HPIC & it's mission please visit: www.hpicanada.ca