



## JOB PROFILE

**POSITION TITLE:** Director, Marketing and Communications  
**REPORTING TO:** President & CEO  
**CLASSIFICATION:** Senior Management  
**LAST REVISED:** June 2019

## JOB SUMMARY

The Director, Marketing & Communications leads the development and implementation of communications, marketing and branding strategies that raise the profile of Hospitals of Regina Foundation, and maintains strong relationships with key stakeholders and donors.

## KEY RESPONSIBILITIES AND ACCOUNTABILITIES

### Reputation/Brand Management

Ensures the integrity of Hospitals of Regina Foundation brand is maintained with stakeholders across all marketing and communications channels. Monitors adherence to brand guidelines and consistency of key messages both internally and externally. Responsible for ensuring the Foundation is employing communication best practices.

### Communications Strategy

Works collaboratively with the Development team to support increased revenue generation, develops marketing and communications plans that align with Development's annual business plan and supports the Foundation's branded event, the Four Seasons Ball. Identifies opportunities, and develops strategies, to expand the awareness of the Foundation to new stakeholders across southern Saskatchewan.

### Budget

Responsible for the development, oversight and ongoing management of the annual marketing budget. This includes all communications related to third-party contracts and the implementation and stewardship of several gift-in-kind agreements.

### Content Creation and Management

Provides strategic direction and oversees the development of all Foundation communications including: online content (both website and social media), advertising, fundraising and donor communications, as well as stewardship projects. Leads the development of key publications including newsletters and the annual report.

### Media Relations

Responsible for proactively engaging and seeking out public relations opportunities to support the Foundation's business, strategic and campaign goals. Serves as first point of contact between the media and the Foundation. Responsible for overseeing the management, creation and planning of all media events and press releases as well as briefing spokespersons to ensure speaking points adhere to the Foundation's key messages.



### **HRF Home Lotteries**

Serves as a key point-of-contact for the lottery agent. Responsible for ensuring all lottery-related marketing material and activities support the Foundation's brand. Responsible for coordinating media opportunities that support the lotteries.

### **Issue/Crisis Management**

Monitors mainstream media and on-line sources, and develops communications plans and briefing materials to manage relevant issues affecting the Foundation's reputation, business and/or strategic direction. Ensures a crisis management process is in place and aligns with risk management procedures as defined by the Foundation's Risk Officer.

### **People Management**

Builds team members who are independent thinkers, high performers and proactive planners. Clarifies goals, manages performance, and encourages leadership in all team members.

## **KEY SKILLS AND COMPETENCIES**

- Proven experience developing and managing communications, marketing and branding initiatives
- Strong knowledge of marketing and communications in the not-for-profit sector
- Strong personal leadership competency
- A strategic thinker and skilled manager with the interpersonal skills needed to build consensus in a diversified team and who can think outside the box
- Successful combination of direction-setter, change agent, spokesperson and coach
- Exceptional oral and written communication and presentation skills, strong interpersonal skills, highly developed organizational abilities
- Proficient with CP style, and demonstrates excellent editing and proofreading skills
- Highly motivated with a superb work ethic and able to work independently and in a team
- Thoroughness, accuracy and attention to detail in all aspects of work

## **EDUCATION AND EXPERIENCE**

- A minimum of an undergraduate degree with major course work in business, marketing, communications, public relations or the equivalent experience
- Track record of success with at least 7 years or more of senior level marketing and communications experience
- Experience with website content management, social media and video production
- Knowledge of strategic communications and marketing concepts
- Experience with analytic reporting tools and reporting metrics
- Accreditation with International Association of Business Communicators (IABC) or Canadian Public Relations Society (CPRS) is an asset

## **OCCUPATIONAL NEEDS**

Working conditions are normal for an office environment. Work will require occasional weekend and evening work. Work will require travel and use of personal vehicle.