

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 generosity of donors, we help transform health care for priorities such as seniors' health, mental health, rural health, palliative care, women and children's health, and spiritual care. The funds we raise support specialized programs, equipment and training, and enhanced care spaces at 22 Covenant hospitals and continuing care sites across Alberta.

**Covenant Foundation is seeking a Director of Marketing and Communications to join its growing team.**

Reporting to the President & CEO, the Director of Marketing & Communications is responsible for the development and execution of the foundation's strategic marketing and communications (marcomms) strategies, and overall performance. The Director leads the planning and activities of the marcomm team to build the brand, raise funds and engage stakeholders, all while promoting a positive public image of the foundation and the causes it supports.

The Director is a member of the foundation's Leadership Team. The Director works collaboratively with the foundation's Leadership Team and staff, and Covenant Health/Care/Living leaders and staff to ensure alignment of shared strategic priorities, the integrity of the brand, issues management and synergistic opportunities to advance the purpose, mission and vision of the foundation and larger Covenant family.

## **KEY RESPONSIBILITIES**

### **Leadership**

- Create an environment for the Marcomm Team to be high performing, aligned to the foundation's purpose, and meaningfully engaged in their work
- Ensure continuous professional growth of each team member aligned to both the foundation's needs and each team member's goals
- As a member of the foundation's leadership team, positively contribute to the organization's culture and the fulfillment of its purpose.

### **Planning and Projects**

- In collaboration with the CEO and Leadership Team, provide strategic leadership and operational expertise in the development, planning, execution and evaluation of marketing, communications and public relations plans for the foundation. This requires strategically assessing the needs of all stakeholders, determining priorities and opportunities and translating them into actions with measurable goals and objectives.
- Develop and monitor budgets, as they relate to department activities and provide regular updates to the CEO.
- Develop, implement and monitor systems and procedures necessary for the smooth operation of the marcomms function.
- Ensure planning and management of projects from initiation to completion, working with service contractors, printers, designers, web developers, etc. to successfully execute projects. Oversee negotiations of vendor contracts.

- Oversee preparation and publishing of an annual Community Report, and effective, measurable support for ongoing donor stewardship reporting.
- Ensure foundation activities are photographed/recorded, and a library of materials is created.

**Brand Management & Media Relations**

- Develop, advance, and protect the foundation's brand including nurturing the foundation's narrative and voice.
- Ensure foundation marketing and communication strategies, plans and activities align and advance the Covenant brand including ongoing collaboration with Covenant Health Communications.
- Lead the foundation's crisis communications and issues management. This includes collaborating with Covenant Health and supporting Covenant Health's crisis communications as required.
- Advise leadership on all aspects of internal and external communications on an ongoing basis to grow stakeholder engagement and support.
- Lead year-round media relations and monitoring across Alberta, including building relationships with media to obtain positive, sustained coverage
- Develop and execute media sponsorships to leverage the work of the foundation.
- Collaborate with Covenant Health as appropriate, ensure proactive and reactive management of media relations and potential issues to support the sharing of timely and accurate information, including planning and managing media events, developing strategies and messaging, coaching spokespeople and serving as a spokesperson.
- Direct and draft news releases, public service announcements, media advisories, speeches and other communication products.

**Marketing**

- Working closely and collaboratively across the foundation, lead the marcomm activities that support the foundation's fundraising objectives, including but not limited to:
- Creating and managing marketing campaigns including the creation of content
- Developing compelling Cases for Support
- Building and maintaining a compelling website(s) that drives results
- Measuring, analyzing, and continually improving marketing campaigns and results
- Growing social engagement and followers

**Support to the Covenant Family of Foundations**

- Provide communications and public relations guidance for Affiliate foundations as needed.
- Promote a positive atmosphere within the foundation and Covenant Health/Care/Living, working cooperatively with all team members to achieve personal, departmental and foundation goals.
- Represent the Covenant Foundation through public appearances and presentations.
- Perform other duties as required.

**QUALIFICATIONS****Education and Experience**

- University Degree in marketing, communications, public relations, journalism or a related discipline, plus continuing education (e.g., Certificates, Diplomas) in leadership, strategic planning, management consulting, project management, etc.
- Minimum 7 years' experience in leading the development of marcomm strategies and initiatives.
- Minimum five years' experience managing and supervising staff.
- Membership with a professional association is an asset.
- Constantly maintained experience with marcomm tools & technologies, data & privacy requirements, and marcomm related advances of AI/ML.

**Key Competencies**

- Understanding of and commitment to the Covenant Foundation/Covenant mission, vision and values.
- Ability to articulate and translate the importance of the Covenant mission and values into fundraising success.
- Exceptional leadership and interpersonal skills with a high level of poise, tact and judgment. Including the ability to build and sustain positive, mutually supportive relationships internally and externally.
- Ability to think strategically and lead a team to drive new initiatives or enhance existing programs.
- High degree of creativity and curiosity.
- Ability to effectively develop and manage budgets.
- A proven ability to develop and execute marcomm strategies that drive results

**Other**

- Ability to travel within the Edmonton region and throughout the province. Valid driver's license and access to a reliable vehicle is required.
- Ability to work flexible hours, as evening and weekend work may be required.

**Why Covenant Foundation?**

We believe in supporting our employees holistically by providing:

- Competitive pay per annum based on a 35-hour work week
- Comprehensive benefit package
- Pension plan
- Flex-spending account
- Hybrid remote/in-office work environment

**To Apply**

Please email your cover letter and résumé in one document to Sara Tharakan at [foundation@covenanthealth.ca](mailto:foundation@covenanthealth.ca). Please include in your email subject line: **DIRECTOR, MARKETING AND COMMUNICATIONS**

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 Sara Tharakan at [foundation@covenanthealth.ca](mailto:foundation@covenanthealth.ca).