

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 Communications & Marketing Specialist to join its growing team.**

Reporting to Director of Marketing & Communications Covenant Foundation is seeking a creative and versatile Communications & Marketing Specialist to design and execute visually compelling and engaging content across our platforms. This role will craft a compelling story for the foundation and incorporate real-life examples of how Covenant is impacting the lives of Albertans. The ideal candidate is an exceptional writer and excels in collaborating to engage donors, partners, and the community.

### **Communications & Marketing Specialist**

The Communications & Marketing Strategist will act as a strategic partner, supporting the foundation's initiatives, campaigns, and events. This role will focus on creating and delivering effective marketing and communications strategies to advance the objectives of the foundation. Central to this is helping craft a compelling story for the foundation and incorporating real-life examples of how Covenant is impacting the lives of Albertans.

This exceptional writer will have a demonstrated ability to collaborate with senior leaders, subject matter experts, story ambassadors with lived experience, and community and corporate supporters to authentically capture their voice and tone in a wide range of awareness-building and fundraising marketing and communications.

This role will provide counsel and strategic support in alignment with the foundation's three-year strategic plan, working across all facets of marketing and communications. The role will research, plan, imagine, develop, execute, and evaluate integrated external and internal communications and marketing initiatives that directly support the foundation's business needs.

### **Key Responsibilities**

#### **Strategic Communications & Marketing**

- Collaborate with the Communications & Marketing team and internal and external stakeholders to assess needs and provide expertise, project management, and support for integrated communications and marketing strategies.
- Develop and execute comprehensive marketing and communication plans, including research, strategy, goals, objectives, key messages, tactics, budgets, and measurement to meet business goals and ensure timely and budget-conscious project delivery.

- Work with other teams to provide strategic advice on marketing and communications approaches and messaging, ensuring alignment with the foundation's mission and values.

**Content Creation & Campaign Management**

- Write and manage content for fundraising campaigns through social media platforms, ensuring alignment with campaign goals.
- Research, write, and edit content for speeches, briefing notes, presentations, case for support materials, campaign stories, event scripts, reports, and both traditional and digital channels.
- Collaborate to design event collateral, create engaging fundraising campaigns, and develop a cohesive social media strategy.

**Event & Media Support**

- Write speaking notes and marketing strategies for foundation events, ensuring seamless execution.
- Identify and assist in managing media opportunities in partnership with the Development team, building and maintaining relationships with media outlets.
- Track media hits and compile metrics to evaluate and improve outreach efforts.
- Build and maintain strong relationships with the Covenant Health communications team to ensure a collaborative and unified approach to communications.

**Brand & Risk Management**

- Identify brand risks and implement strategies to mitigate them while maintaining consistent brand messaging, voice, and visual identity across all communications.
- Provide support for issues management by developing marketing and communication plans, key messages, and other necessary materials to respond to emerging issues.

**Collaboration & Leadership**

- Partner with external agencies, vendors, writers, photographers, videographers, and graphic designers to produce high-quality materials that support the foundation's goals.
- Lead the development and execution of key foundation initiatives and events.

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

- Bachelor's degree in marketing, communications, English, or a related field.
- 3+ years in writing compelling content including speaking notes, headlines, social content, advertising, articles, and cases for support.

**Key Competencies**

- Proficiency in managing social media and content scheduling tools (e.g., Hootsuite).
- Experience writing copy for the web including SEO
- Strong storytelling skills with an ability to write clear, engaging content.
- Knowledge of digital marketing strategies, including SEO, email marketing, (e.g., Mailchimp).
- A creative mindset with the ability to translate complex ideas into engaging content.

**Why Join Us?**

- **Make an Impact:** Your creative work will directly support healthcare programs and improve lives in Alberta.
- **Collaborative Environment:** Work with a passionate team committed to innovation and impact.
- **Growth Opportunities:** Expand your skills in multimedia, design, and marketing while working on meaningful projects.
- **Competitive Compensation:** Enjoy a comprehensive benefits package and a supportive work culture.

**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 remote/in-office work environment

**Optional Ikimy Pilot Project Stream:**

As part of our commitment to improving the hiring experience, Covenant Foundation is piloting Ikimy, an innovative job-matching platform.

**We invite you to participate in this pilot program alongside our standard application process. Benefits for you:**

- Discover additional career opportunities matching your skills
- Save time by avoiding resume updates
- Get insights into your career strengths and potential paths Your privacy is protected:
- Your personal information remains confidential
- Initial screening is completely bias-free (no name, gender, or demographic data shared)
- You control your data and can remove it at any time

**Ikimy Pilot Project Application Process**

To apply using our innovative job-matching pilot:

- Register on the Ikimy platform at <https://app-candidate.ikimy.com>
- Complete your profile to discover matching opportunities with this posting and career insights
- Your information remains confidential with bias-free initial screening
- You maintain full control of your data

**To create an Ikimy profile:**

1. **Go to** <https://app-candidate.ikimy.com>
2. **Fill out** the Experience, Education, Preferences, Training, etc. sections in the left-hand menu.
3. Also, please **complete the following three surveys** under assessments and surveys:
  - Basic Interest Markers
  - O\*NET Interest survey
  - Work Values survey

For more information and assistance with completing your Ikimy profile, please contact Dona Baker at [dbaker@rhealize.com](mailto:dbaker@rhealize.com).

**To Apply for this position:**

Please email your cover letter and résumé in one document to Myra Gillis at [foundation@covenanthealth.ca](mailto:foundation@covenanthealth.ca). Please include in your email subject line: **COMMUNICATIONS AND MARKETING SPECIALIST. Application deadline – March 23<sup>rd</sup>, 2025.**

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 Myra Gillis at [foundation@covenanthealth.ca](mailto:foundation@covenanthealth.ca).