



Hôpital général juif  
Jewish General Hospital  
Fondation | Foundation

**RÉALISER DES  
MERVEILLES  
VOUS AVEZ  
CE DON.**

**WORKING  
WONDERS.  
YOU HAVE  
THAT POWER.**

## SENIOR DIRECTOR, STRATEGIC MARKETING AND COMMUNICATIONS

EXCEPTIONAL CARE. WITHOUT EXCEPTION.

Since 1969, the Jewish General Hospital Foundation has been a vital source of support for the JGH–Quebec’s number #1 hospital—to enhance its extraordinary patient care, to further scientific discovery and to transform healthcare delivery through innovation. We partner with inspired members of the community to implement a wide variety of fundraising initiatives to achieve these ambitious goals.

As Senior Director, Strategic Marketing and Communications, you will join a vibrant team of professionals and an organization committed to empower you to take on a pivotal role in this vital ecosystem. Together, we continue to enable awe-inspiring medical breakthroughs and drive the Jewish General Hospital forward—for the betterment of all Quebecers, and beyond. Join us!

### THE OPPORTUNITY

Drive our story. Build community. Lead the way forward. Make a difference. Looking to apply your extensive marketing expertise to a cause that directly impacts the health of thousands of patients daily? Look no further.

The JGH Foundation, a leading hospital foundation in Canada, continues to grow and is seeking a seasoned marketing leader to help us build for the future and for our next multi-year Comprehensive Campaign.

Reporting to the CEO, and as part of the Management Team, the Senior Director, Strategic Marketing and Communications will leverage their 10+ years experience to steward a multidisciplinary team, and collaborate with colleagues across the organization, to share our unique story across a wide array of channels and audiences.

### DUTIES AND RESPONSIBILITIES

- Update and implement the Strategic Marketing and Communications plan, which includes establishing annual strategic marketing goals and KPIs to deliver best-in-class brand and communications strategies aligned with organizational objectives (short, medium and long term) and annual calendar
- Lead, support and mentor a team of 4 interdisciplinary marketing professionals
- Strategize interdepartmentally with colleagues across all brand portfolios and initiatives in order to deliver powerful marketing solutions—for general brand building, fundraising development, and events
- Manage and execute the creation of full spectrum of collateral materials; leverage and maximize all marketing channels—both traditional and digital



**RÉALISER DES  
MERVEILLES  
VOUS AVEZ  
CE DON.  
WORKING  
WONDERS.  
YOU HAVE  
THAT POWER.**

- Create inspiring content for all Foundation platforms, vehicles and audiences as needed
- Act as brand steward within the organization to ensure the consistent application of the Foundation's brand voice, experience and guidelines at each touchpoint
- Collaborate with external partners to generate highly engaging digital initiatives, print media, video production and media plans
- Cultivate strong relations with related media, acting as media liaison externally and with the Hospital
- Ensure ongoing measurement and evidence-based optimization (digital and content)
- Oversee and update marketing processes across the organization from briefing to final approval, and ensure project execution is both on time and on budget

### QUALIFICATIONS AND REQUIREMENTS

- Undergraduate degree (minimum) in related communications and/or marketing discipline
- 10+ years of expertise and experience in managerial marketing role
- Excellent communication skills in both French and English
- Proven track record in both digital and traditional marketing platforms
- Experience in/knowledge of health and/or nonprofit sector including fundraising development would be an asset
- Passion for creative development, strategic development and marketing implementation
- Excellent leadership, judgement and decision-making abilities
- Self-motivated, able to successfully prioritize and execute multiple concurrent responsibilities while meeting tight deadlines in a fast-paced environment
- Strong presentation, organizational, operational and interpersonal skills

### WORKING CONDITIONS

- Regular full-time position (35 hours / week)
- Competitive salary and benefits
- Health, dental and pension plan coverage
- Position to be filled by August 2021
- Reporting to: CEO

### TO APPLY:

Please send your CV in confidence to [celine.bastien@jgh.mcgill.ca](mailto:celine.bastien@jgh.mcgill.ca). The JGH Foundation is a proud equal opportunities employer and we are committed to creating an inclusive workplace that allows all of our people to reach their full potential. A diverse team with genuine passion for our cause is the key to our success and we believe in bringing your whole self to work. We welcome all qualified candidates to apply. However, only those applicants selected for an interview will be contacted.

