



Hôpital général juif
Jewish General Hospital
Fondation | Foundation

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

MULTI-CHANNEL COPYWRITER, MARKETING AND COMMUNICATIONS

EXCEPTIONAL CARE. WITHOUT EXCEPTION.

Since 1969, the Jewish General Hospital Foundation, a leading hospital foundation in Canada, 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 the Multi-Channel Copywriter within the Marketing and Communications department, 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

Every JGH patient, every donor, every volunteer has the power share a compelling story that will inspire, resonate and connect with others. As our Multi-Channel Copywriter, you are passionate about uncovering, shaping and bringing these stories to life.

Reporting to the Senior Director, Strategic Marketing and Communications, the Multi-Channel Copywriter will leverage their expertise and minimum of 3 years experience in copywriting and content creation in traditional and digital marketing and communications. In collaboration with colleagues across the Foundation and the JGH, you will develop and share our unique story across a wide array of channels, formats and audiences.

DUTIES AND RESPONSIBILITIES

- Source, develop, write and edit compelling copy for a wide variety of multi-purpose, multi-channel marketing tools—including traditional and digital
- Serve as the main story source for the Foundation, regularly collaborating with internal and external stakeholders to centralize and maintain an ongoing story bank as well as to generate relevant, diverse stories that reflect the broad constituency of the Hospital and Foundation
- Leverage nonprofit experience in donor acquisition and retention to create persuasive annual appeals (print and digital channels)
- Play a lead role in the creation and execution of the annual marcom content calendar, reflecting organizational objectives and initiatives
- Drive regular annual and impact reporting, while seeking out and assembling evidence-based data to underscore any marketing statements
- Collaborate with the digital marketing specialist to ensure proper message adaptation
- Act as copy editor for copy generated by the Foundation to ensure consistent brand voice



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- Cultivate strong relations with media, generate press releases and talking points as needed, including in collaboration with the JGH Public Affairs department
- Assist in the production of video stories, directly update website copy and create digital quarterly reports (using website CMS templates)

QUALIFICATIONS AND REQUIREMENTS

- Undergraduate degree in related communications, journalism and/or marketing discipline
- Excellent communication skills in both French and English, with sharp attention to detail
- 3+ years experience in a similar copywriting role, preferably in the nonprofit sector or health-related field
- Love of language and strong ability to adapt to a wide range of copy styles (i.e. testimonies, promotional, newsletters, public relations, institutional, speechwriting, social media, event-based, scripts, etc.)
- Highly creative idea generator, particularly with respect to thematic campaigns and print/digital/video production concepts
- Strategic and critical thinker, with a keen ability to turn factual information into strong marketing
- Solid understanding of nonprofit fundraising principles
- Self-motivated, able to successfully prioritize and autonomously execute multiple projects concurrently in a fast-paced environment
- Excellent interpersonal skills
- Experience in web CMS (e.g. WordPress), email platforms (e.g. Constant Contact, Mail Chimp) and CRM (e.g. Luminare Online) a plus

WORKING CONDITIONS

- Regular full-time position (35 hours / week)
- Competitive salary and benefits
- Health, dental and pension plan coverage
- Position to be filled immediately
- Reporting to: Senior Director, Strategic Marketing and Communications

TO APPLY:

Please send your CV in confidence to 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.

