



Marketing & Communications Coordinator

Department	Philanthropy & Communications
Reporting Manager	Senior Director, Philanthropy & Communications
Shift	37.5 hrs per week
Status	Permanent, Full-time
Category/Salary Scale	N/A
Location	Oakville

About the organization

Health Partners International Canada (“HPIC”) is a not-for-profit relief and development organization dedicated to improving access to medicine and improving health for vulnerable communities around the world. As the only charity licensed by Health Canada to handle donated medicines, HPIC contributes to health and well-being by providing donated essential medicines and supplies, responding to emergencies, and strengthening local health systems. We partner with a network of non-governmental organizations (NGOs) and medical mission teams, with pharmaceutical and healthcare product companies, and with foreign and Canadian government departments.

About the Position:

The **Marketing & Communications Coordinator** will support HPIC's mission by supporting activities that help strengthen HPIC's brand, grow and engage various audiences, and connect donors through all communications channels activated by the organization. This role requires a strong background in writing, editing and design, with a focus on developing marketing strategies to sustain HPIC's international humanitarian work. The ideal candidate is passionate about international relief, has strong interpersonal skills, and thrives in a mission-driven environment.

Primary Responsibilities:

1. Content Creation

- Develop and tailor digital content that aligns with HPIC's marketing materials, ensuring it is compelling, emotive, and privacy-compliant (leveraging engagement while adhering to consent guidelines).
- Support the creation of cases for support, brochures, annual/impact reports, and strategic donor communications to secure funding partnerships.
- Assist in the development of event-related assets and any other design needs as assigned.

2. Social Media

- Manage and update HPIC's social media channels according to the editorial calendar, ensuring timely and relevant content to promote HPIC's work and support fundraising efforts.

- Post across multiple platforms, maintaining high quality and frequency to optimize engagement with various audiences.
- Monitor both public and private messages from donors, partners, and the general public, coordinating timely responses that align with HPIC's mission.
- Collaborate with internal teams to ensure proper follow-up actions and approvals are in place for social media inquiries.

3. Email Outreach

- Assist in the design, preparation, and scheduling of automated external email communications, and track performance metrics.
- Maintain and edit email templates for consistency and effectiveness.

4. Website Management

- Regularly update and maintain the organization's website, including the creation of landing pages for campaigns, events, and other initiatives.
- Adds to the support-system of the team with front-end tasks related to the CRM system (Donor Perfect/Constant Contact), including the creation of external-facing forms, templates, and documenting best practices.
- Monitor the functionality of the website, plugins, and donation pages to ensure optimal performance.
- Conduct regular website maintenance and testing of new donation pages.

5. Visual & Story Assets

- Assist in producing visual assets (images and videos) using tools such as Adobe Illustrator, Premiere Pro, InDesign, Canva, and Photoshop.
- Manage HPIC's photo and video libraries, ensuring assets are properly tagged, organized, and accessible for use.
- Maintain and coordinate the organization's story bank, ensuring that all story assets are organized, tagged, and used correctly by partners.

6. Data Analysis & Optimization

- Leverage AI-driven tools and analytics to track and analyze website, email, and social media traffic, optimizing campaigns based on performance data.
- Provide actionable insights and recommendations based on the analysis of digital campaigns and engagement metrics, with quarterly reporting on best-performing strategies.
- Develop and maintain dashboards that track key performance indicators (KPIs) for engagement and growth across websites, social media, and fundraising.

7. AI & Automation Integration

- Assist with the integration of AI tools and automation to improve marketing, donor relations, and content delivery, including chatbots for donor engagement and AI-powered email optimization.
- Support the use of AI analytics to forecast trends and optimize fundraising efforts, improving donor targeting and engagement strategies.

Other Duties as Assigned

- **Volunteer Program Support:** Assists in onsite and offsite activities for corporate and community volunteer groups, including supporting presentations, packing activities and photography to enhance their overall experience. Ensures that volunteers leave with a strong understanding of HPIC's mission and the impact of their contributions
- Participate in additional tasks as necessary to support the team and organization's goals.

Qualifications:

- **Education:** College or university degree in marketing, communications, or journalism.
- **Experience:** Minimum 3 years of experience in communications, including expertise in graphic design, photography, video production, website management, and working with WordPress and Canva. Experience in the healthcare or non-profit sector is preferred.
- **Skills:** Proficiency in MS Office and virtual meeting tools (Zoom, Teams). Familiarity with the business use of social media platforms.
- **Communication:** Excellent written and verbal communication skills, with the ability to collaborate across teams and engage with external stakeholders.
- **Time Management:** Strong organizational skills with the ability to manage multiple tasks, prioritize effectively, and adjust to interruptions.
- **Work Hours:** Flexibility to work outside of regular business hours, as needed.
- **Confidentiality:** Strong attention to detail and ability to handle confidential information.
- **Interpersonal Skills:** A customer-service-oriented, entrepreneurial mindset with the ability to work collaboratively with internal and external stakeholders.
- **Language:** Bilingualism (English and French) is preferred.
- **Tech Savvy:** Familiarity with AI tools for content creation, data analysis, and campaign optimization is an asset.

Working Conditions:

Office Presence: This is an office-based role with some front-facing responsibilities for external relationships. HPIC is currently operating under a **hybrid model**, meaning some flexibility for remote work may be available, while key activities and collaboration will take place in the office.

Dynamic & Fast-Paced Environment: The role operates within a dynamic and fast-paced environment, requiring adaptability, time management, and the ability to handle multiple priorities effectively.

Travel: Occasional evening and weekend work, as well as local travel, may be required to attend activities and events.

Driver's License: A valid driver's license and access to a vehicle are required for travel to events or donor meetings.

This role is ideal for an individual who is passionate about mission-driven work, and thrive in a fast-paced, dynamic environment. A proactive approach to leveraging new technologies, including AI tools for marketing optimization, will be key to success in this position.

How to apply:

If you find this position interesting and believe your skills and experience align, we encourage you to apply! Please submit your cover letter and resume to dgomez@hpicanada.ca

Subject Line: Marketing & Communications Coordinator

We thank all applicants for their interest, however, only those under consideration for the role will be contacted.

Application Deadline: January 6th, 2025