

Hope House Community Hospice is recruiting for a

Communications/Marketing Assistant

Temporary contract position: 9 weeks @ 30 hours/week \$17/hr +4% in lieu of vacation Start Date: tbc

The position is funded by the **Canada Summer Jobs** program and as such, applicants must:

- Be between 15 and 30 years of age at the start of the employment
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial legislation and regulations

HOPE HOUSE COMMUNITY HOSPICE (formerly Hospice King-Aurora-Richmond Hill): Our professional staff and dedicated volunteers provide innovative, personalized compassionate support - at no cost - to people diagnosed with a life-threatening illness, their families and caregivers and those who are bereaved. We are a community hospice providing support to people in their homes, in the community and at our two locations. At this time, services are provided via telephone & virtually.

Hope House Community Hospice is looking for a creative and motivated individual to assist with developing communication and media materials and to assist in the update and implementation of a communication plan. This position requires an individual who has a strong grasp of effective communication, public relations and marketing practices. This is an ideal position for a student, recent graduate, or young professional who is seeking to gain experience in the charitable sector.

RESPONSIBILITIES

- Provide information, research and assist in the development of our communications plan with support and direction from the team
- Assist in the development of content and collateral for the purpose of increasing awareness and optimizing our online presence
- Create interesting and exciting content that relate to and promote the organization's programs, services, mission, vision and values
- Create Hope House Stories – compelling and engaging stories featuring client and volunteer experiences to be used on social media and website
- Research and implement new ways to help promote our communication tools and reach larger audiences.
- Incorporate measurement tools, analytics and reporting methods to gauge success and determine how to refine/define optimal performance.
- Provide oral and written guidance for staff on plan implementation

The ideal candidate is a highly motivated self-starter with a keen eye for detail and will also meet the following

QUALIFICATIONS:

- Post-secondary education in Communications, Journalism, Public Relations or Marketing preferred.
- Willingness to learn or build skills in not-for-profit communications a must
- Solid understanding of Social Media & Communications
- Strong skills in writing
- Ability to work collaboratively and independently
- Strong attention to detail
- Passion for supporting and/or learning about Hospice Palliative Care

***NOTE:** Due to the pandemic, staff are primarily working offsite. This position will require occasional meetings at our Aurora location, however some hours may be completed offsite.

Please forward resume & cover letter to:

Heidi Bonner, Executive Director

Email: careers@hopehousehospice.com