



IWK Foundation

Content Creator

Who We Are:

The IWK Foundation, together with its donors, strives to be the catalyst to revolutionize health care and research for women and children. The IWK Foundation is committed to continuous improvement and running a business that is entrepreneurial, innovative, and based on strong values.

What We Need:

Be part of the future of women's and children's healthcare, by developing engaging and compelling content across various platforms, social media channels and email campaigns.

As the IWK Foundation's Content Creator, your goal is to help amplify the IWK Foundation brand through high levels of donor engagement ultimately supporting the conversion and frequency of giving, while working collaboratively with your peers and colleagues across the organization in a professional and impactful manner to support the goals and objectives of the Foundation.

The Content Creator will work with the Brand team and partners internally and externally to the organization to gather information, stories, and updates needed to create relevant, meaningful, and impactful content that aligns with the Foundation's initiatives, mission and goals. Creating visually appealing graphics and images that will accompany compelling written content, while initiating, scheduling and producing engaging videos that help drive the Foundation's storytelling.

The Content Creator will partner with key members of the team to analyze and report on key metrics and performance indicators to track the effectiveness of content and social media efforts, making data-driven decisions to optimize anticipated outcomes.

This role acts as a Brand Ambassador for the Foundation, always maintaining a consistent, objective and professional voice across all communications.

As the Content Creator, you are a key member of the Brand team. This role is classified as a hybrid position as per the IWK Foundation's Flexible Work Plan.

Who Are You:

You are known for your great attitude, strong teamwork, and both your internal and external relationship management skills.

You have:

- 3+ years' experience in a similar role(s)
- Relevant post-secondary degree or diploma, preferably in communications, public relations, journalism, marketing or a related area of study

- Proven experience in content creation, social media management, and community engagement. Non-profit or health-care experience is an asset
- Excellent writing and editing skills with a keen eye for detail and accuracy
- Proficiency in graphic design and video editing tools/software
- Strong understanding of social media platforms, algorithms and best practices within the industry
- Ability to multi-task, prioritize, and manage time effectively in a fast-paced environment
- Strong self-initiative for content creation and production
- Exceptional interpersonal skills and communication skills; both written and verbal
- Passion for making a positive impact and advocating for women and children's health and well-being
- Flexibility and adaptability to adjust strategies and tactics based on changing priorities and needs within the organization
- Previous experience in non-profit, donor relations and fundraising is an asset
- A demonstrated ability of how to market content and other strategies to engage audiences
- Proficiency in Microsoft programs including Word, Excel, Outlook, Teams and Office 365
- Self-direction, with excellent time management skills
- A confident, energetic, and positive outlook.

You thrive working in a fast-paced environment, collaborating with a dedicated and passionate team to enable world-class care for Maritime children, women, and families.

What Do You Do Now?

If you are passionate about children's and women's health, with a desire to be a part of something important in our communities, hearing patient stories, meeting patients, patient families, donors and other health care professionals impacted by the work the Foundation does each day, then this is your opportunity! The IWK Foundation also provides a competitive compensation package.

If this role seems right for you, please provide a cover letter outlining why you believe it is a fit, along with your resume to iwkcareers@iwkfoundation.org using the subject line: Content Creator. We thank all candidates but only those selected for an interview will be contacted.

We welcome all applicants who self-identify as Indigenous, Black/African Nova Scotians, Persons of Colour, Immigrants/Newcomers, Persons with Disabilities and 2SLGBTQIA+ to apply and represent the communities that we support.