



IWK Foundation

Brand Integration Lead

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 health care, by supporting projects in marketing and content development to support campaign initiatives and promote brand affinity.

As the Brand Integration Lead, you will work closely with our Philanthropy team, providing content to support fundraising initiatives. You will also represent the Foundation at national marketing meetings both virtually and in-person as required. Some travel is necessary.

The Brand Integration Lead is the Broadcast Producer for the Foundation's renowned annual Telethon event and is Core Team Lead for our give-a-thon events, which include both Radiothon and Telethon. This role will lead and drive content development and production, including featured patient stories, and broadcast content with our media partners, CTV.

As the Brand Integration Lead, 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, accountability, strong teamwork, and both your internal and external relationship management skills.

You have:

- 7+ years' experience in a similar role(s), focused on communications, public relations, or journalism.
- Relevant post-secondary degree or diploma, preferably in business, marketing, communications, public relations, or a related area of study.
- Strong writing proficiency – you can write clear, engaging, and informative content.
- Strong relationship management with internal and external partners.
- Project management – overseeing critical projects from inception to roll out, and hyper care following rollout.
- Demonstrated ability to collaborate with peers, leaders, and partners internally and externally to meet strategic fundraising initiatives.
- Proficiency in Microsoft programs including Word, Excel, Outlook, PowerPoint and 365.
- Self-direction, with excellent time management skills.
- Focused attention to detail.
- 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 and comprehensive compensation package in addition to a flexible work environment.

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: Brand Integration Lead. 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.