

IWK FOUNDATION

Senior Writer & Advisor, Public Affairs

Full-Time, Permanent

Anticipated Start Date: ASAP

Who We Are:

IWK Health is one of the most beloved and respected brands in Atlantic Canada. In addition to providing highly specialized (tertiary) care, the IWK also provides primary care services. It is also engaged in leading-edge research; works to promote healthy lifestyles for families; and supports education opportunities for health professionals and other learners.

The IWK Foundation works with the community that helped build the IWK more than 100 years ago, to ensure excellence in specialized care at the IWK for all Maritime families. Simply put, we are committed to putting our women and children first and our donors demonstrate an unwavering commitment to the same.

The **IWK Foundation** is committed to continuous improvement and running a business that is entrepreneurial, innovative and based on strong values. We are also committed to the principle of equal opportunity in our employment practices and to providing an environment free from harassment and discrimination for all employees.

What We Need:

Reporting to the Executive Lead, Stakeholder Relations & Public Affairs, you are a seasoned writer and communicator. In addition to your core responsibilities you will act as a backup to the Executive Lead, Stakeholder Relations and Public Affairs. Working alongside the Philanthropy Team, you can seamlessly write for a diverse group of audiences and stakeholders to motivate and inspire our donors to give, while showcasing the tremendous impact of their generosity on the care provided at the IWK. You have the ability to remain calm under pressure, balance multiple projects at one time while adhering to and meeting deadlines. This position also supports hospital relations and corporate communications for the Foundation with a goal of increasing awareness and engagement of IWK staff, general public and media as well as supporting, as required, public affairs for the Foundation.

Specific experience in writing for Direct Mail campaigns would be considered an asset.

Position Responsibilities:

- Impact writing and reporting to show accountability to our donors on the care provided at the IWK and cases for support and proposal writing to inspire giving
- Support the Office of President & CEO and Foundation team members
This includes but is not limited to: acknowledgment letters, speaking notes, award applications, briefing notes, presentations, etc.
- Organizational messaging including supporting the development of an annual organization-wide messaging strategy, including key messaging document
- Support media relations through vetting all media inquiries and developing key messages, donor announcements and media releases
- Support the development and execution of a hospital relations strategy
- Attend meetings with IWK Health communications team to remain current on strategic initiatives and update them on relevant Foundation initiatives
- Support for IWK fundraising campaigns including Forever Grateful, employee giving, vendor giving and individual donor requests

Who You Are:

This position requires a minimum of five years of experience in public relations, communications or journalism. As a professional writer and editor you have the ability to prioritize and focus on competing priorities and meeting deadlines. You are quick on your feet, can change course quickly and accurately and enjoy working in a fast-paced environment. You are a passionate, inspirational and creative story teller who is able to communicate in different voices and tones for many different audiences. You are a values-based individual who enjoys working with a dedicated and hard-working team.

What Do You Do Now?

If you meet the criteria, we would like to hear from you. Please provide your cover letter stating WHY you wish to work at the IWK Foundation, along with your resume and salary expectations to jeff.hunter@iwk.nshealth.ca. While all applications will be reviewed, only successful candidates will be contacted for an interview. A detailed position profile is available to short-listed candidates upon request.