

External Job Posting

Position Title: Manager, Communications and Grants

Employment Status: Permanent, Full-time – 35 Hours Weekly

Position Reports to: Director, Community Relations and Fundraising

Primary Location: Oshawa

Salary Range: Annualized salary is commensurate on skills and experience, and within the range of \$67,000 - \$71,000 plus optional participation in HOOPP

Organization Overview

Carea Community Health Centre is a recognized leader in redefining the experience of community-based health and wellness services. We provide access to high quality holistic and inclusive care that is responsive to the needs of the community and empowers individuals to enhance their own well-being.

Our name embodies what we do every day – we care. Caring for the health and wellness of our communities' residents is the cause that unites us. It shapes our thinking and guides our actions.

Carea Community Health Centre is a registered charitable organization providing a variety of free, community programs and services including: health promotion and wellness programs; primary care, counselling and mental health; diabetes education; Hepatitis C screening, treatment support, education and outreach; geriatric assessment & intervention; young parent support, youth programs, Indigenous programs; community development programs; and fundraising events which include developing charitable partnerships/sponsorships to fund programs.

In line with the CHC Model of Health and Wellbeing, our expert team works with our clients to provide holistic care, support, and wraparound services that empower clients to improve their health and wellness. We strive to be accessible to those in the community who face access barriers like culture, gender, geographic isolation, homelessness, language, physical disabilities, poverty, and race.

We are Carea Community Health Centre! Care. Compassion. Community.

Position Overview

The Communications and Grants Manager will report to and work closely with the Director of Community Relations and Fundraising to identify institutional funders, develop proposals, and lead the development of organization-wide communications materials.

Key Responsibilities

Communications:

- Work in collaboration with the Director, Community Relations and Fundraising to develop Carea's communications plan
- Manage the development and deployment of Carea's communication materials both internal and external
- Manage the development, deployment and optimization of all social media and email communications, as well as digital advertising and search designed to engage key target audiences, boost event participation, solicit online donations, drive traffic to website, promote community involvement

- Develop social media strategies and segmentations designed to increase engagement rates, likes and followers utilizing analytics to optimize results
- Provides social metrics, year-over-year analytics and weekly/monthly reports comparing against industry benchmarks utilizing tools such as Google Analytics and Google Data Studio
- Work closely with internal stakeholders to set processes and ensure that efforts are aligned to acquire and segment donor and prospect data in conjunction with key opportunities with a goal of increasing reach, boosting engagement, driving brand awareness, acquiring, and stewarding donors
- Manages the communications internally on our staff intranet – The Matrix, working closely with the internal stakeholders and content managers to ensure accurate and up-to-date information for an optimized experience
- Manages the updating of website, working closely with the internal stakeholders and content managers to ensure a consistent, optimized experience
 - Lead, plan, and execute strategy and tactics to optimize website key conversion points including landing pages and SEO
- Produce and analyze data and performance reports, establish dashboards and ensure continuous improvement (including A/B testing) to maximize the reach of digital marketing and communication initiatives and assesses performance against KPIs
- Ensure digital marketing and communication milestones and deliverables are reflected in an integrated content calendar and are rolled out effectively internally and externally
- Work in collaboration with all staff to ensure consistency in branding and messaging as well as communication frequency and segmentation
- Provide corporate communications support to all staff for key messaging, presentations, etc. as well as crisis communication and issues management
- Stay abreast of competitive trends and best practices in digital marketing and advertising and make recommendations to improve digital marketing and communication efforts across all platforms
- Collect, develop, and creatively share the many aspects of programming at Carea with the purpose of building an ongoing Case for Support, creating agency publications (Impact Report, program guides, etc.) while managing relationships with appropriate program staff to ensure we always have a bank of stories to share

Grants Management:

- Responsible for conducting the full range of activities required to prepare, submit, and manage grant proposals to foundation and corporate sources
 - Research and evaluate prospects for corporate and foundation grants
 - Work with finance and accounting to gather information necessary to report to corporate/foundation funders on current grant programs
 - Develop funding proposal content and prepare proposals
 - Coordinate reporting on grants and donations to funders
 - Work with advocates and program coordinators to obtain stories about our guests that can be used in grant proposals and reports as well as to understand components of their program that may lead to specific funders
 - Communicate with program coordinators to develop metrics that are useful to the program as well as interesting to funders
 - Comply with all grant reporting as required by foundation/corporate donors
 - Provide stewardship to current and prospective donors including:
 - Provide regular written updates (foundation report) to foundation donors and prospective foundation donors.
 - Give onsite tours to foundation donors and prospective foundation donors

- Provide regular email correspondence to foundation donors and prospective foundation donors regarding events and news pertaining to Carea. For example, sending photos and testimonials on programs funded to the foundations that support this program
 - Maintain current records in CRM database, including grant tracking and reporting
 - Work with Development team on cultivations, asks and overall development strategy

Development Operations:

- Develop and ensure effective use of CRM and online giving platforms to track moves-management, opportunity management and donor data
- Other duties as assigned

Qualifications:

- University Degree in Digital Communications, Marketing, Grant-writing or related field required plus 5+ years of experience in digital marketing and fundraising/revenue generation or an equivalent combination of education and experience
- Demonstrated experience in the development and implementation of digital campaigns and initiatives, with a proven track record of success
- Experience with various marketing/communications platforms and digital software; familiarity or knowledge of Hootsuite, Facebook Business Manager, Constant Contact, AKArasin, Kentico, WordPress is an asset
- Experience in not-for-profit healthcare fundraising is considered an asset
- Thorough understanding of Direct Response digital marketing, with knowledge of optimization tactics, and KPI management for online/digital media
- SEM and SEO, PPC (pay per click) advertising experience considered an asset
- Computer proficiency with Adobe Creative Cloud including Illustrator (entry level), InDesign (entry level), Photoshop (advanced), Premiere Pro (intermediate) and the Microsoft Office Suite (intermediate)
- Experience with Google Analytics and Google Data Studio
- Demonstrated project management experience, including the ability to liaise with internal stakeholders, vendors, determine priorities, manage workflow and deliver quality product on time and on budget
- Exceptional writing and editing skills. Must have the ability to identify tone and style for effective messaging for diverse audiences, with attention to detail, phrasing, and word choice
- Using project management techniques/principles, plans and manage multiple concurrent projects with conflicting deadlines, effectively using resources to achieve deliverables and manage competing priorities
- Strong analytical and problem-solving skills
- Ability to work both independently and as part of a team in a fun, exciting, fast-paced environment
- Detail-oriented with ability to multi-task, organize, prioritize and meet deadlines
- Excellent interpersonal skills and ability to build strong collaborative relationships with colleagues, donors, physicians, and other stakeholders
- A clear commitment to equity, diversity, inclusion and anti-racism
- Valid G license with access to a vehicle
- Vulnerable Sector Clearance required

Working Conditions – Physical/Sensory/ Mental Demands Analysis:

- Regular interaction and collaborative work with the public, cross-disciplinary colleagues and community care partners
- Must be flexible to work occasional non-traditional work hours that might include evenings and weekends based on operational needs

Application Process:

- 1) If you are interested in being considered for this position, please submit cover letter and resume outlining your qualifications and expectations by email to recruiting@careachc.ca . This position will remain posted until filled.
- 2) While we thank all applicants for their interest in applying, only those qualified and considered for interview will be contacted. All applicant submissions will be kept on file for six months, for future consideration.
- 3) All applicants are encouraged to provide a valid email address for communication purposes. Applicants may receive written correspondence regarding this job posting directly to the email address provided on their resume. As an applicant, it is your responsibility to ensure that you check your email regularly.
- 4) All positions are subject to the successful completion of the following pre-employment conditions for all external hires: Reference Checks; and Criminal Background checks (including Vulnerable Sector Screening).

Carea Community Health Centre is committed to complying with all applicable standards as set out in the Accessibility for Ontarians with Disabilities Act, 2005 (AODA), the provisions of the Ontario Human Rights Code, and any other applicable legislation. **Accessibility:** If you have accessibility needs and require alternate formats or other accommodations please contact Human Resources at 905-723-0036, or by email to recruiting@careachc.ca . **Carea Community Health Centre and staff are dedicated to creating an inclusive environment that welcomes diversity.**