

Manager, Marketing & Communications (12-month contract)

Job ID
41305

Canuck Place Children's Hospice

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LOCATION	DATE POSTED	EXPIRY DATE	
3077 Granville Street, Vancouver, BC British Columbia	07-10-2026	05-04-2027	
TYPE OF JOB	SALARY	MIN. EXPERIENCE	MIN. EDUCATION
Full Time	CAD \$75,787-\$84,840 per year	5 year or more	College, CEGEP or other non-university or diploma from a program of 1 year to 2 years

Job Details

Please submit your cover letter and your resume at <https://www.canuckplace.org/about-us/careers/> by October 25, 2026; applications will be reviewed as they are received. We thank all applicants for their interest; however, only those candidates who have been short-listed will be contacted.

Job Description

Manager, Marketing & Communications

Location: Granville office & work from home (hybrid)

Reporting to: Director, Communications and Marketing

Term: 12-month contract (maternity leave cover), with the possibility of extension

Job status: Temporary, full-time 1.0 FTE (75 hours bi-weekly)

Anticipated Start/End Dates: January 6, 2027- January 2028

Compensation: \$75,787-\$84,840 per year

We want our staff to “thrive” not just survive, so Canuck Place is committed to living our values of care exceeding not just minimum wage but living wage in B.C. This means that regardless of role our entry level salary is a minimum of \$28.21 per hour equivalent to \$55,000 full-time annually.

ABOUT US

Canuck Place Children’s Hospice (CPCH) is British Columbia’s recognized pediatric palliative care provider. For over two decades, through the many programs and services we provide, we have made a significant difference in the lives of children with life-threatening illnesses and the families who love them. Be part of a talented and innovative team that takes pride in supporting and providing the highest quality pediatric palliative care.

It is the expectation for all roles across the organization to know the organization’s philosophy of pediatric palliative care and uphold a commitment to further ones knowledge. Our philosophy of pediatric palliative care is as follows: Pediatric

palliative care improves quality of life, promotes comfort, and reduces suffering for children with life-threatening conditions (serious illness) and their families through a holistic approach addressing; physical, emotional, social and spiritual needs. It is collaborative person & family-centered care delivered using a team-based approach throughout the continuum of care across all ages and stages of illness, including bereavement. It values choice and honest and compassionate communication.

At Canuck Place we understand that uniqueness is powerful. We hold each other accountable for an inclusive environment where employees feel empowered to share their experiences and ideas and know that they belong. We believe diversity drives innovation and the best pediatric palliative care for children and their families therefore we welcome that every person brings an individual perspective and experience to advance our mission. We have more work to do to advance diversity and inclusion and we are building a culture where difference is valued. We have a commitment to inclusion across gender identity or expression, sexual orientation, religion, ethnicity, age, neurodiversity and disability status, to ensure our team members are empowered to bring their full, authentic selves to work. All staff are encouraged to contribute their perspective and lived experience through our internal employee groups such as Care 4 the Caregiver, Culture, DEIB (Diversity, Equity, Inclusion & Belonging), Green Team, Truth and Reconciliation and Wellness Committees.

WHY SHOULD YOU CHOOSE TO WORK HERE?

Canuck Place careers are full of connection, community, and care. We aim to nurture a supportive culture rooted in compassion, collaboration and support while providing expert care to children and families. Our team includes individuals with a special blend of sensitivity, compassion, and appreciation for life. Canuck Place is where no moment is missed. A place where you can make a difference.

We offer competitive compensation and a benefits package focusing on wellness and self-care that includes:

- 20 days' vacation (pro-rated to your full-time equivalency) to start with ongoing annual anniversary increases up to an organizational maximum of 45 days
- Up to two paid mandatory wellness days a year
- Generous paid leave including compassionate and special leave when you need it
- Municipal Pension Plan (MPP) *if already participating with another employer
- 100% employer paid benefits package from your first day which includes extended health and dental and \$1,500 annually for counselling
- Health and Wellness Spending account that provides up to \$1,000 annually to ensure you can focus on the benefits that are important to you and your family (Eligible after successful completion of the 6-month probationary period).
- Flexible working options
- Meal program on-site at the hospices
- Continuous paid training and development opportunities so everyone has the opportunity to learn new skills and grow
- Ongoing parental support including top up for maternity and parental leave and paid leave for new grandparents

YOUR ROLE

JOB SUMMARY

The Manager, Marketing & Communications, is responsible for developing and executing internal and external marketing and communications strategy and plans that support Canuck Place Children's Hospice (CPCH) strategic priorities, drive fundraising, raise brand awareness, and advance organizational goals for diversity and inclusion. The Manager is responsible for fostering connections between CPCH supporters, media, and the work and programs at CPCH. Working collaboratively with internal teams, patient-family partners, media, and marketing agency vendors, they will implement integrated activities that support the organizations' strategic priorities and fundraising goals. In addition, the Manager provides supervision and guidance to identified members of the Marketing and Communications team.

RESPONSIBILITIES - 100%

Project Management – 30%

- Proven experience in project management - excellent at managing multiple projects and campaigns and meeting tight timelines. Ensures brand strategy, voice, and identity are maintained through multi-channel campaigns.
- Responsible for supporting the strategy, planning, execution, and reporting for fundraising and stewardship events and key partner activations in collaboration with the events team
- Responsible for supporting the strategy, planning, and execution for key partner activations
- Responsible for supporting the strategy, planning, execution, and reporting for advertising campaigns with partner agency
- Works cross-functionally with other departments to support integrated strategies across various communication platforms to elevate overarching organizational initiatives

Media & PR – 20%

- Develops proactive, integrated media relations pitches through researching story ideas and promoting opportunities through liaison with staff and families
- Supports issues management in collaboration with Director, Marketing and Communications and Chief Communications Officer
- Responds to and organizes media inquiries and requests, pursues earned media opportunities, writes press releases/media advisories, tracks broadcast media statistics
- Tracks media performance and provides reports
- Develops and leads the media training program for staff & families and prepares staff for media interviews

People Management – 20%

This role directly manages the following positions:

- Clinical Communications & Marketing Officer
- Officer, Marketing & Communications II

Strategic Planning and Budget – 10%

- Works closely with the Director, Marketing & Communications on the development and execution of integrated strategies, including managing the Integrated Strategy budget
- Responsible for the strategy, development, and execution of the annual internal communications plan including goals, key messaging, communication channels, and tactics.
- Develops, leads, and executes earned media strategy and execution, raising awareness about CPCH
- Works cross-functionally with other departments to support an integrated strategy across various communication platforms to elevate the CPCH brand and drive fundraising

Internal Communications – 10%

- Work closely with leaders and key internal collaborators to ensure that internal communication is clear, consistent, and aligned with organizational strategic priorities and values
- Provide guidance on internal communications to teams across the organization and elicit feedback in the form of surveys and other appropriate methods to ensure compliance, commitment, and understanding
- Monitor and measure the effectiveness of internal communications, and make recommendations for improvement based on feedback and data analysis
- Create and manage the internal communications calendar to ensure internal communications are timely, effective, and relevant

- Lead the DEIB communications along with the Development team lead on the internal committee

Family Engagement – 5%

- Understands the power of storytelling in donor awareness, engagement, and stewardship. Supports annual content plan with video production and execution.
- Works with CPCH patient-family partners, with compassion, to write and share their story to support the development of content for fundraising campaigns and events

Brand – 5%

- Responsible for maintaining a consistent brand voice and identity to ensure consistency in core messaging to audiences across collateral, campaigns, channels, and platforms.
- Supports the development and maintenance of a CPCH inclusive style guide to support CPCH staff with writing and creating CPCH messaging materials to ensure consistent identity and guidelines for a continuous brand experience.

Assumes other related responsibilities, as assigned.

EDUCATION AND EXPERIENCE

- Related degree or diploma, preferably in English/Communications/Marketing, coupled with a minimum of 5 years progressive communications experience including 3+ years managing external relationships including printers, agencies, and managing media relations to protect and elevate the brand.
- Mature leadership skills, 2-3 years of experience managing team members, building strong, trusting, and authentic relationships.
- Healthcare communications experience is an asset.
- Experience working for a non-profit organization in a marketing or communications role is an asset.

QUALIFICATIONS

What you bring to the role:

- Superior writing, editing, and verbal English communication skills.
- Demonstrated flexibility with the ability to manage fluctuating schedules, multiple projects and meet tight deadlines.
- Experience in brand management and communications to build and maintain the organization brand and fundraising event brands.
- Ability to communicate clearly, persuasively, and creatively with different audiences and internal collaborators.
- Understanding of audience segmentation, targeting, positioning, branding, messaging, and storytelling to inform leadership decisions and collaborative projects.
- Demonstrated ability to work collaboratively with individuals at all levels and manage immediate and/or sensitive information and situations on a regular basis.
- Understanding and experience utilizing social media as a business tool in the application of awareness and fundraising campaigns.
- Creative, strategic thinker with the ability to identify and grasp communication and marketing opportunities to enhance the organization's profile.
- Strong work ethic, including a high degree of accountability, integrity, passion, empathy and compassion.
- Proficiency with Microsoft Office Suite, Adobe Creative Suite, WordPress, Customer Relationship Management (CRM), Slack, Trello, Digital Asset Management (DAM)
- Experience with digital analytics tools.
- Clear and valid BC driver's license and access to a vehicle are required.

You have:

- High integrity; creativity; balance, good judgment and objectivity; high vision and conceptual capabilities; consultative, facilitate and collaborative; sense of humor.
- Excellent time management skills.
- Demonstrates flexibility that allows you to work with high energy, creative people.
- Able to thrive and effectively manage priorities in a changing, ambiguous environment.

Please note:

- Evidence of Health Canada approved vaccinations must be provided prior to your first day of work.
- Flexibility is necessary, as this position requires weekend and evening work and travel within and outside the Lower Mainland.

RECRUITMENT PROCESS

We understand that the recruitment process is not a one size fits all, our inclusion values and flexibility extend to your hiring experience. Canuck Place is committed to providing inclusive access and accommodations throughout the application and selection process. We are continuously working to improve our systems, policies, and practices to ensure our employees, in all their diversity, can succeed. Should you require accessibility accommodation through the recruitment process, please contact our People & Culture team at recruitment@canuckplace.org and we will work with you to meet your needs.

Canuck Place Children's Hospice hires on the basis of merit and is strongly committed to equality and diversity within its community and to a welcoming and inclusive workplace. We especially welcome applications from Indigenous persons, visible minority group members, persons with disabilities, people of all sexual orientations, genders and gender identities, members of the 2SLGBTQIA+ community.

APPLICATION PROCESS

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