

## Marketing and Communications Specialist – Internship (Paid)

Version Date: April 2024

---

### THE OPPORTUNITY

We're seeking a driven and ambitious individual eager to carve out a career path in persuasive writing, social media management and content creation marketing. As a Marketing and Communications Specialist, Intern, you'll be at the forefront of LHSF's success, championing philanthropy, refining our brand and crafting compelling materials. This role will be diverse, encompassing tasks such as proposal creation, case and stewardship report writing, social media platform monitoring, content creation and market analysis.

Beyond exceptional communication and marketing skills, we're looking for someone with a knack for multitasking and top-notch organizational abilities. Your expertise in marketing techniques and social media platforms will be invaluable as you enhance our online presence and contribute to the Foundation's overarching goals. This internship promises a rich learning experience and the opportunity to make a meaningful impact in the realm of healthcare philanthropy.

**REPORTS TO:** Associate Vice President, Marketing & Communications

**INTERNSHIP DETAILS:** 12 Weeks, Full Time, Paid

### IDEAL CANDIDATE PROFILE:

- Current enrollment in a post-secondary program for marketing, communications or similar field.
- Familiarity with marketing computer software and social media platforms.
- Good understanding of the latest marketing trends and techniques.
- Excellent verbal and written communication skills.
- Must have a passion for marketing.
- Outstanding multitasking abilities.

### Functions / Duties *(not in priority order or percentage of time):*

- Contribute to writing proposals, cases and stewardship reports (working closely with the organization's Marketing Officer, Creative Writing)
- Contribute to layout and organization of collateral
- Perform market analysis and research on the latest trends.
- Assist with daily administrative duties.

- Design and present new social media campaign ideas.
- Monitor all social media platforms for trending news, ideas, and feedback.
- Prepare detailed promotional presentations.
- Help with the planning and hosting of marketing events.
- Research and evaluate competitor marketing and digital content.
- Contribute to the creation of mock-ups, email campaigns, and social media content.
- Assist with Signature and Community events, and Donor Experience portfolios

**Other Responsibilities:**

- Act as an Ambassador throughout the Community, positively representing the Hospital and the Foundation.
- Work as a team player promoting a positive and professional work environment and conduct role with integrity and respect.
- Other duties as assigned from time to time in order to meet the overall goals and objectives of the London Health Sciences Foundation.
- Abide by the policies and procedures of the LHSF and LHSC.
- Abide by the *Occupational Health and Safety Act*, and work in a manner that is safe, reporting incidents immediately to direct supervisor.
- Operates within the culture and core values of the Foundation.
- Must have up-to-date vaccinations, including COVID-19 vaccine.

To apply for this position, all candidates must submit a resume and cover letter detailing your experience to Nancy Foran, Executive Assistant, [nancy.foran@lhsc.on.ca](mailto:nancy.foran@lhsc.on.ca). by Friday, May 3.

## ABOUT LONDON HEALTH SCIENCES FOUNDATION (LHSF)

As the charitable arm of London Health Sciences Centre (LHSC), we at London Health Sciences Foundation (LHSF) strive to enhance the standard of care for patients at our hospital. With your generosity, we support the development of critical initiatives such as ground-breaking research, state-of-the-art equipment, specialized care with personalized treatment options and the education of our next generation of clinicians.

It is through the hope and kindness of our donors that the health and lives of patients at LHSC are impacted, today and tomorrow. We are committed to honouring your compassion with acts of gratitude, stewarding with respect and reporting with honesty, transparency and accountability.

***On behalf of LHSC, the communities it serves, and the individuals whose lives are impacted by its work, we:***

- **Nurture** kindness and empathy with initiatives that help those in need, today and tomorrow.
- **Champion** gratefulness with legacy choices and commitments that can transform lives.
- **Inspire** optimism with meaningful relationships and creative partnerships.
- **Serve** as trusted stewards committed to responsible, respectful cultivation and engagement of our donor community through accountability, reporting, acts of gratitude and milestone celebrations.

### Our Beliefs

#### **You are the difference.**

Your hope creates possibilities. Your compassion generates strength. Your commitment builds resilience. Because you believe, others thrive. Making a difference for another person is both noble and joy filled. It matters deeply.

#### **We honour your kindness and empathy...**

With initiatives to help those in need, today and tomorrow.

#### **We fulfill your gratefulness...**

With legacy choices and commitments that can transform lives.

#### **We celebrate your optimism...**

With meaningful relationships and creative partnerships that prove there are no boundaries to what can happen next.

But it's you – your heart and spirit – who creates the dignity, the support and the love that enriches the lives of your family, your friends, your neighbours and your community.

**You choose to care.**

We're here to serve that choice and the powerful difference it will make.