



Give today,  
save lives  
tomorrow

## About Us

Join a team that makes a real difference in the lives of others every day. At Hamilton Health Sciences Foundation, you will play an important role in supporting cutting-edge healthcare and improving patient outcomes, while being part of a passionate, inclusive and caring community. We inspire and motivate gifts that fund medical equipment and patient amenities, innovative research initiatives, essential redevelopment of clinical care spaces, and the education and training of health care providers.

As a registered charitable organization, we proudly support patients and families across south-central Ontario, and from outside the region, who receive specialized care at Hamilton Health Sciences including Hamilton General Hospital, Juravinski Hospital and Cancer Centre, McMaster Children's Hospital, and St. Peter's Hospital. The associated programs at the Regional Rehabilitation Centre, McMaster University Medical Centre and Ron Joyce Children's Health Centre are also included.

Hamilton Health Sciences Foundation is building upon a strong foundation of our Culture Code that includes the grounded in the values of We are a Team, We Trust, We Uplift, and We Communicate. We believe that relationships and partnerships are the basis of excellence in fundraising, and we envision a community of engaged and committed donors. Every position in HHSF contributes to a safe, inclusive environment for all through compliance with our equity, diversity and inclusion philosophy and adherence to patient and staff safety policies and procedures.

Help Inspire Support as a

# Brand Specialist

## Full Time Permanent

Join us as we grow our Brand Strategy department with an added role focused on strengthening how we tell stories, engage our community, and elevate Hamilton Health Sciences Foundation's brand. As our Brand Specialist, you will play a central part in shaping the content that showcases our patients, ambassadors, donors, clinicians, and healthcare champions. Reporting to the Brand Manager, you'll lead the execution of our organic social media strategy, create compelling visual content, and oversee video production projects that bring our mission to life in meaningful and authentic ways.

As a creator and brand champion, you will write, design, film, and coordinate content across multiple channels—ensuring that every story reflects our values and deepens understanding of the Foundation's impact. You will manage social calendars, guide event-day social coverage, support fundraising initiatives, and collaborate closely with internal teams and external vendors to deliver polished, high-quality videos. You'll help drive consistency, integrity, and clarity across our brand voice and visual standards.

This is an exciting opportunity for a creative, curious, and collaborative storyteller who enjoys working in a fast-paced environment and shaping the way our community experiences the Foundation. If you're passionate about visual storytelling, energized by bringing ideas to life, and ready to contribute to an expanding team committed to excellence, this role offers the chance to make a meaningful impact.

### Qualifications:

- Post-secondary education, preferably in digital marketing, multimedia, web design, communications, public relations, or relevant field. Equivalent combination of education and experience will be considered.
- Three (3) years' experience in social media and video content creation.
- A compelling writer/editor and an effective storyteller who can skillfully adapt messaging for different audiences and channels.
- Ability to analyze and report on relevant metrics to drive data-based decision-making
- Strong knowledge of brand development and brand reputation, and working within brand guidelines.
- Ability to condense and package information in a visually appealing and logical manner.
- Excellent organizational and project management skills, with meticulous attention to detail to deliver high-quality content in a changing environment with multiple conflicting demands.
- Is data-oriented and champions a test-learn-optimize approach.
- Strong communication, problem solving, interpersonal and relationship-building skills.
- Understands the need for professionalism, tact, diplomacy, discretion and patience when communicating externally with donors, patients, volunteers and the public online as well as across HHSF and HHS.
- Team player with demonstrated ability to work independently with minimum supervision and an ability to self-manage effectively.
- Working knowledge of relevant legislation (AODA, CASL).
- Experience within the nonprofit sector, health care, or hospital foundation considered an asset.

### Technical Qualifications

- Proficiency in Microsoft 365, and various video conferencing and project management tools and programs (i.e., Monday.com).
- Experience using Canva and Adobe Creative Cloud (for PC InDesign, Illustrator, and Photoshop).
- Experience with social media management software (Sprout Social, Hootsuite, or similar) and social media platforms including Facebook, Instagram, Twitter/X, LinkedIn and YouTube, as well as their insights/analytics tools and ad campaign capabilities.
- Additional assets would include familiarity with Google Analytics, Google Search Console and SEO best practice, email platforms, photography and basic video editing.

### Working Hours, Location and Requirements

- This position operates Monday to Friday 8:30 am – 4:30 pm, onsite at Hamilton Health Sciences Foundation head office at 1 King Street West, Hamilton, ON.
- Opportunity to work remotely up to 2 days a week after 3 months of employment based on approval of VP.
- The nature of the work is such that early morning, evening and weekend work is required, including attending special events.
- Travel is required as the position will visit various locations (i.e. Hamilton Health Science affiliated sites, event location, corporate partners, donors). The incumbent must possess a valid driver's license and have use of a reliable vehicle.
- A current and satisfactory Criminal Record and Judicial Matters Check (CRJMC) or Police Vulnerable Sector Check (PVSC) is a requirement of employment.
- A cleared status by HHS Employee Health Services is a requirement of employment in accordance with Hamilton Health Sciences policy.

### Why Us?

We offer a comprehensive total rewards package designed to support your success and well-being:

- We provide a competitive hiring range of \$60,782-66,860, commensurate with experience, along with an annual performance-based incentive program.
- Our package includes participation in a Defined Benefit Pension Plan (HOOPP), comprehensive healthcare, dental and travel benefits with a Health Services Spending Account, maternity and parental leave top up benefits, and access to the Employee and Family Assistance Program (EFAP).
- We starts with three weeks of paid vacation and your birthday off!
- We have a culture to support and encourage continuous professional development and career growth opportunities

### How to Apply:

To help us get to know you, please submit a **resume and cover letter** to [HHSfcareers@hpsc.ca](mailto:HHSfcareers@hpsc.ca) by **February 13, 2026**, outlining why you're interested in this opportunity. If you don't meet all qualifications, we still encourage you to apply—we value potential. Applications will be reviewed and invited for next stages of the recruitment process, as received. We would like to thank all who apply, but only those selected to move forward will be contacted.

*The Hamilton Health Sciences Foundation is an inclusive and equal opportunity employer. Our commitment to equity, diversity and inclusion within HHSF reflects a belief that we will make the greatest impact to our mission when everyone can genuinely and fully participate without barriers or exclusion. We are dedicated to creating a workplace reflective of the community we live, work and serve and welcome applications from diverse and equity-deserving groups.*

*HHSF is committed to providing a barrier-free recruitment process and work environment. Accommodation, if requested, will be provided throughout the recruitment process in accordance with the Canadian Charter of Rights and Freedom, Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code. Should any candidate require accommodation in any phase of the recruitment process, please contact Heather Slye (905.521.2100 x 44624 or [HHSFcareers@hpsc.ca](mailto:HHSFcareers@hpsc.ca)) for assistance.*