



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 Manager

## Full Time 14-Month Contract

We are seeking an innovative and forward-thinking Brand Manager to join our team on a 14-month maternity leave contract. This pivotal role is responsible for elevating Hamilton Health Sciences Foundation's brand identity and public presence. We're looking for someone who brings fresh ideas, a willingness to challenge conventional methods, and a drive to find new approaches for connecting with our community. The Brand Manager will provide strategic oversight for our social media and public relations efforts, introducing creative solutions and elevating our brand across every touchpoint, while managing a diverse range of brand-related activities. The successful candidate will play a critical role in shaping how our Foundation is experienced, understood, and celebrated both locally and beyond.

What we are looking for is someone who thrives in a collaborative, fast-paced, and mission-driven environment. You are energized by the opportunity to experiment with new ideas, find meaningful ways to engage diverse audiences, and create compelling stories that inspire support for healthcare. You are as comfortable leading strategies as you are rolling up your sleeves to bring projects to life, and you approach challenges with creativity, resilience, and a solutions mindset. At the Foundation, culture is everything—we value inclusivity, curiosity, collaboration, and integrity. If you are motivated by the chance to make a tangible impact, enjoy building strong relationships, and see brand as a tool for transformation, you'll feel right at home with us.

### Qualifications:

- Post-secondary education, preferably in marketing, communications, public relations, or relevant field. Equivalent combination of education and experience will be considered.
- Five (5) years' experience in brand management, marketing, or communications, with a specific focus on social media and public relations.
- Experience within the nonprofit sector, health care, or hospital foundation considered a strong asset..
- Proven track record of developing and executing successful brand strategies and integrated marketing campaigns.
- Proven ability to attract and retain influencers and brand ambassadors to amplify organizational brand messaging.
- Demonstrated expertise in managing professional social media channels and driving engagement.
- Strong knowledge of brand development and brand reputation and working within brand guidelines.
- Excellent written and verbal communication skills, with exceptional attention to detail and a talent for crafting persuasive narratives.
- Ability to condense and package information in a visually appealing and logical manner.
- Excellent project management skills, with meticulous attention to detail to deliver high-quality content in a changing environment with multiple conflicting demands.
- Ability to analyze and report on relevant metrics to drive data-based decision-making
- Strategic and creative thinker with strong analytical and problem-solving abilities.
- Understands the need for professionalism, tact, diplomacy, discretion and patience when communicating externally with donors, patients, media, influencers, 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.

- Proficiency in MS Office Programs (Word, Excel, Outlook, PowerPoint), and various video conferencing and project management tools and programs (i.e., Monday.com).
- Experience with Canva, social media management tools (Sprout Social, Hootsuite, or similar) and social media platforms including Facebook, Instagram, Twitter, LinkedIn and YouTube, as well as their insights/analytics tools.

### 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 VP approval.
- The nature of the work is such that minimal evening and weekend work is required.
- Travel is required as the position will regularly visit various locations (i.e. Hamilton Health Science affiliated sites, event locations, 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 \$80,000-87,500, commensurate with experience. This contract opportunity includes 6% of earnings in lieu of vacation, and 13% of earnings in lieu of benefits and statutory holidays. Pay in lieu of benefits will reduce to 9% if already a member of HOOPP or voluntary enrollment in the pension program. 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 **April 16, 2025**, 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.*