

1. Identification	
Position Title:	Communications & Engagement Officer
Reports to:	Executive Director
Date:	June 25, 2019

2. About HealthBridge
<p>HealthBridge is a non-profit, non-governmental Canadian organization working to improve health and health equity through research, policy, and action, particularly in developing countries. We aim to improve the health of vulnerable populations, including those at risk of malnutrition, infectious disease, and emerging epidemics. We work with local partners to identify and bridge gaps in public health, by developing and implementing appropriate solutions, innovative and sustainable practices, and promoting effective policies. HealthBridge has a dynamic and dedicated team in Ottawa and overseas, and offers a supportive and creative work space. This position is ideal for someone wanting to make a difference in the world in an organization that values its people and its mission.</p>

3. Broad Function
<p>HealthBridge is looking for a dynamic, energetic team player with an interest in global health, and strong communication and interpersonal skills to assist the organization with its public communications (website, social media, e-newsletter), in building relationships with news and existing donors and partners and contributing to the organization's broader fundraising campaigns and activities (including foundation research, proposal writing, events, on-line giving, major gifts). This person will serve as our lead communications and stakeholder engagement officer.</p>

4. Overall Purpose
<p>The Officer will work under the direction of the Executive Director in developing, coordinating and implementing activities to identify, retain and engage foundation, corporate, and individual donors and partners. In addition, the Officer will be responsible for building and strengthening relationships with new and existing donors and partners to increase the Foundation's visibility, impact and financial resources. The Officer will also play a lead role in the organizations communications, including communicating the impact of HealthBridge's projects and programs to the wider public, through creating engaging content for a variety of channels, including the web site. Storytelling is a core function of this role.</p>

5. Key Duties and Responsibilities

Communications:

- Manage the organization's online presence (Facebook, Twitter, Instagram, YouTube, Website) by creating and posting engaging content relevant to HealthBridge's mission and all program areas.
- Lead the development and production of marketing materials.
- In collaboration with project managers, write and disseminate cases for support and beneficiary stories that communicate the need and impact of HealthBridge projects.
- In collaboration with the Administrator and Web Developer, maintain up to date information on the website.
- Provide ad hoc communications support to colleagues as required.

Stakeholder engagement:

- Identify and foster relationships with Special Patrons or Ambassadors to support and promote the cause of HealthBridge.
- Manage the donor database, including inputting and updating information, and generating reports for analysis.
- Foster effective relationships and communications with stakeholders.

Fundraising:

- Under the direction of the Executive Director and in collaboration with the Fundraising Committee, develop and implement an annual Fundraising Plan and Stewardship plan in keeping with the mission of HealthBridge.
 - Coordinate donor cultivation, stewardship and recognition activities, including the organization's annual fundraising campaign, as needed.
 - Work with program staff to develop and write funding proposals and other materials for foundations and corporate donors.
 - Conduct research to identify potential individuals, foundations, and corporations for funding opportunities.
 - Participate on the organization's Fundraising Committee when necessary.
- For all components, recruit and coordinate volunteers and interns to support key activities.

6. Supervisory Responsibilities

No direct supervisory responsibilities except possibly volunteers and interns.

7. Education/Professional Designations/Experience

- University degree or a combination of education and experience (minimum Bachelor's degree)
- 3 to 5 years of experience in communications, stakeholder engagement and partnership building
- Experience in global health or international development is an asset
- Excellent communications skills both oral and written
- Ability to influence and engage a wide range of potential donors and partners
- Communications experience, including experience with social media platforms and website platforms
- Ability to cultivate relationships with internal and external stakeholders
- Ability to attract volunteers, and to motivate and oversee volunteers

- Excellent organizational skills and ability to manage competing priorities successfully
- Experience with data management, including identifying and interpreting donor trends from past engagement
- Website management is an asset
- Event planning and management experience is an asset.

8. Language Skills

Oral and written fluency in English essential; Fluency in French is an advantage.

9. Other Skills

Strong writing skills.

Knowledge of computer applications including Word, PowerPoint, and Excel

Experience with CRM software (Zoho) is an asset, as is experience in graphic design and document layout.

Flexibility to work outside regularly scheduled hours on occasion.