



Seeking the BEST Direct Response Coordinator (Entry-Level)



The Ottawa Hospital | L'Hôpital d'Ottawa

Are you a detailed and agile marketing professional with a passion for analytics?
(This is a great opportunity for recent grads!)

The Ottawa Hospital is one of Canada's top learning and research hospitals, where excellent care is inspired by research and driven by compassion. Our multi-campus hospital, affiliated with the University of Ottawa, attracts some of the most influential scientific minds from around the world. Our focus on learning and research leads to new techniques and discoveries that are adopted globally to improve patient care.

The Foundation's (TOHF) purpose is to inspire and enable support for the highest quality healthcare and world-class research at The Ottawa Hospital. Backed by generous support from the community, we are committed to providing the world-class, compassionate care we would want for our loved ones.

At TOHF, we are proud to have what we believe to be the best, the brightest, and the most dedicated employee team in the entire country! We have worked hard to create a work environment that fosters collaboration, creativity, and work satisfaction for all of our employees. Consistently, we are ranked as one of the highest performing foundations in Canada.

The Foundation is in the early stages of a transformative Capital Campaign that will be unprecedented in our city and we are currently recruiting the best candidates to our team to play critical roles in our success.

"I am proud to be leading The Ottawa Hospital Foundation as the health care landscape of our city is transformed with the redevelopment of the Carling Avenue Campus. We want the best staff to join our exceptional team as we prepare for this generational opportunity."

Tim Kluge, President and CEO, The Ottawa Hospital Foundation

About The Role

The Direct Response Coordinator supports the execution of direct mail and digital revenue generation. Reporting to the Director, Integrated Marketing, this position assists in the execution of direct response revenue generating strategies (including direct mail program, email, and digital marketing efforts). The incumbent will also provide administrative support to the Director, Integrated Marketing and will regularly collaborate with their colleagues on the Marketing team.

In This Position You Will

- Build, test, and deploy all email communication to donors and stakeholders (using pre-determined segments and content).
- Synthesize, analyze, and verify direct response data.
- Collaborate with the marketing team to ensure proper execution of e-communication.
- Build critical path in project management software (Wrike) to ensure all elements of integration are captured.
- Provide administrative support to the Director, Integrated Marketing, including calendar management and scheduling, general meeting support (i.e. preparing meeting agendas, recording meeting minutes, tracking meeting action items etc.)
- Other administrative duties as required (processing invoices, coordinating signatures, budget tracking etc.)
- Other responsibilities as required, including the occasional creation of online donations forms and dissemination of social media.

Experience

New graduates who show incredible potential will be considered, however preference will be given to candidates with 1-2 years experience in marketing/communications.

Knowledge, Skills, and Abilities

- Excellent attention to detail.
- Ability to be flexible and work in a fast-paced environment.
- Strong organizational skills.
- Strong communication and interpersonal skills.
- Advanced computer skills in Microsoft Office Suite is required.
- Experience with Wrike and Luminare Online are each considered an asset.

“With an ever-changing fundraising landscape, we want to be front and centre and be a leader in the digital fundraising space. That means thinking outside the box, creating new opportunities, as well as leveraging activities we know are already effective. We need a dynamic individual who can create a strong digital ecosystem for the Foundation.”

Ingrid Gingras, Director of Integrated Marketing

Benefits

The true benefit of working with The Ottawa Hospital Foundation comes from the ability to work on a team that is making a difference in our community. Everything we do has a direct impact on improving the lives of people in the Ottawa region every day. In addition to an exceptional and collaborative work environment, The Ottawa Hospital Foundation also offers an excellent compensation and benefits package, and values and supports ongoing professional development opportunities for all members of our team.

We believe that our people are our strength. Our success stems from our ability to attract and retain the best people who have a passion for our community's health care system and want to make a difference in your community. If you are looking for a truly unique career opportunity and a chance to work for an established, successful organization, The Ottawa Hospital Foundation is the ideal place for you. Apply today via email at tohf-jobs@toh.ca.

Please forward your resume and cover letter outlining your experience, salary expectations and why you think you would be a suitable candidate for this position by **Monday, December 21, 2020**. Your application should be submitted in PDF format, and should use the following title: `Firstname_Lastname_Jobtitle`.

The Ottawa Hospital Foundation values diversity and embraces an organizational culture that is inclusive and free of bias and discrimination. The Foundation is committed to a board and staff that is comprised of talented and dedicated individuals with a diverse mix of expertise, experience, skills and backgrounds.

We would like to thank all applicants in advance and advise them that only candidates selected for an interview will be contacted.

JOB CONTACT INFORMATION:

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