



# Storytelling Specialist Contract

## About Children's Health Foundation

Children's Health Foundation believes that children and their families in Western Ontario deserve the best possible care and the most possible hope when faced with a serious health issue. The Foundation calls on caring people to help strengthen and transform the health care experience in our region. Donations fund cutting-edge equipment, care enhancing programs and ground-breaking paediatric research at Children's Hospital in London, TVCC (formerly Thames Valley Children's Centre) and Children's Health Research Institute. The Foundation ensures better childhoods for kids facing challenges and serious health issues and hope, relief and support for those who love them. Donations to Children's Health Foundation impact more than 50,000 children each year, across Western Ontario, from Windsor to London and Kitchener-Waterloo, and north to Thunder Bay and beyond.



Children's Health Foundation is accredited by Imagine Canada. We are committed to building excellence, transparency and accountability in all areas, including governance, finances, fundraising, staff management and volunteer involvement.

## About the Opportunity

Children's Health Foundation has an 18-month contract position with their Marketing and Communications Team. The Storytelling Specialist will work to create compelling materials that inspire donors, prospects and stakeholders such as cases for support, proposals, stewardship and recognition pieces, newsletters, annual report and key messages.

The Storytelling Specialist reports to the Manager, Marketing and Communications, and will work closely with the Philanthropy Team and leaders from the three partner organizations (Children's Hospital, TVCC (formerly Thames Valley Children's Centre) and Children's Health Research Institute). The Storytelling Specialist will be a skilled writer who has a passion for storytelling to support the Foundation's fundraising efforts.

## Key Responsibilities and Accountabilities:

### Fundraising Support

- Works with all members of the Fundraising Team to determine donor needs, build a communications strategy and develop written materials, including proposals, stewardship reports, cases for support, and letters.
- Works closely with health care partners to distill and translate complex information into language that is precise, clear, and easy to comprehend.
- Thoroughly reviews and understands annual healthcare partner grant submissions and participates in grants committee meetings.
- Writes annual tax receipt letters for various stakeholder groups, as well as letters for events and major gift donors.
- Project manages larger fundraising pieces and campaigns, including developing the strategy, securing photography, and coordinating the design.

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### Communications Support

- Responsible for project management of the annual community report, including proposing the theme, developing and implementing the critical path, writing, coordinating design and photography needs, and handling distribution.
- Develops annual key messages document with annual data obtained from the health care partners.
- Supports the Direct Response Specialist with the strategy and copywriting for the newsletters, including content strategy targeted to donor audience, interviewing patient families and grant leaders, writing content and coordinating design and photography.
- Responsible for writing the President and CEO emails for marketing and direct mail purposes.
- Writes general communications pieces include web articles, newsletter stories, and direct mail letters.

### **Education and Experience:**

- Post-Secondary degree/diploma in journalism, communications, public relations or equivalent experience.
- 3-5 years' experience in a communications or copywriting role, in a fundraising, health care or non-profit setting preferably.
- Experience with event planning/execution and related communications support.

### **Requirements:**

- CHF is primarily working virtually at this time and will likely do so through 2021. Post-pandemic there is the ability for this position to have a combination of office and home-based work.
- Local and regional travel may be required; the incumbent must have access to transportation.
- The nature of the work is such that regular evening, and weekend work is required, on approval of the supervisor.
- A Vulnerable Persons Police Check is a requirement of employment.

### **SALARY RANGE**

The Storytelling Specialist annual salary range is between \$45,000 to \$70,000.

This position is eligible for extended health and dental coverage.

### **APPLICATION INFORMATION**

To explore this opportunity further, please email your resume with "CHF Storytelling Specialist" in the subject line, in confidence to [careers@childhealth.ca](mailto:careers@childhealth.ca) by **APRIL 23, 2021**.

It is Children's Health Foundation policy to comply with all applicable laws and regulations which prohibit unlawful discrimination because of race, religion, creed, colour, national origin, sex, sexual orientation, age, disability or marital status or any other protected class.

No phone calls please. We thank all those who apply for the position, however, only those selected for an interview will be contacted. Thank you for your understanding.