



Job Posting

Marketing Associate

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 80,000 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 committed to building excellence, transparency, and accountability in all areas, including governance, finances, fundraising, staff management and volunteer involvement.

About the Opportunities

A dynamic and supportive group, the team at Children's Health Foundation is seeking self-starters with strong communication skills and a passion for inspiring support in our region for children and families facing serious health issues.

Reporting to the Director, Marketing & Communications, the Marketing Associate is a dynamic, multi-skilled creative professional who brings stories to life through visual design, digital content, and data-informed marketing. As a key member of the Marketing & Communications team, this role develops compelling multimedia content and manages digital campaigns that drive awareness, engagement and donor conversion for Children's Health Foundation.

The ideal candidate will be personally aligned with the Foundation's values of Gratitude, Respect, Excellence, Authenticity, and Trust. Specifically, they will be

- highly motivated with a superb work ethic and able to work independently and as part of a team.
- thorough, accurate and pay attention to detail in all aspects of their work.
- able to build strong relationships and have exceptional communications skills, a tactful and diplomatic communicator both verbally and in written word.
- organized with strong analytical skills, creativity, and excellent time management abilities.

Ideal Candidate Profile

- Post-secondary education in Marketing, Communications, Digital Media or a related field.
- 3-5 years of experience in marketing, communications, or creative production, preferably in a non-profit, healthcare, or agency setting.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, InDesign, After Effects).
- Strong photography, videography, and editing skills.
- Experience managing paid media campaigns.
- Familiarity with website CMS platforms (i.e. WordPress) and Google Analytics

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- Exceptional writing, proofreading, and visual storytelling skills.
- Strong organizational, project management and communication abilities.
- Understanding and acceptance of AI & Automation to enhance efficiency while preserving creativity and human connection.
- Proficiency with Microsoft Office Suite.
- Familiarity with Raiser's Edge/NXT and database management skills are highly desirable.

Key Responsibilities and Accountabilities:

- Develop engaging digital and print materials that elevate the CHF's brand and inspire donor action.
- Support the production of donor stories, newsletters, social media, email and multimedia content .
- Plan, execute, and optimize paid and organic digital marketing campaigns (Meta, Google Ads, LinkedIn, YouTube).
- Maintain CHF's website, including content updates, blog posts, SEO optimization, and UX enhancements.
- Collaborate on content calendars, campaign reporting, and A/B testing initiatives.
- Provide graphic design support for events, community campaigns, and corporate partnerships.
- Collaborate with cross-functional teams on creative development for fundraising, stewardship, and community engagement initiatives.
- Represent CHF at community events as needed for photography, videography, media capture, and donor recognition.
- Support internal communications and organizational storytelling initiatives.

Requirements

- The nature of the role is such that evening and weekend hours may be required with the approval of the supervisor.
- Some travel is required; the incumbent must possess a valid driver's license and have access to transportation and use of a vehicle.
- This position will operate primarily from the CHF offices or an agreed upon combination of office and home office activity, with management approval.
- A Vulnerable Sector is a requirement of employment.

Salary Range

The annual salary range is between \$45,000 to \$65,000.

You are invited to submit a confidential letter of application and resume to careers@childhealth.ca by December 23, 2025. Please quote Marketing Associate in the subject line.

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. While we wish to acknowledge all candidates, only those selected for an interview will be contacted.

Please note that Children's Health Foundation offices are closed between Christmas and New Years.