



Organization and Position Overview

Search for a Digital Communications Intern

Limited Term: Approximately September 21, 2020 – December 18, 2020

ORGANIZATION OVERVIEW

Established in 1996, the Calgary Health Trust (CHT) was formed to coordinate the efforts of the then many separate health care foundations attached to individual hospitals and healthcare centres.

As a Calgary-based charity, CHT has raised funds to transform health care in Alberta by funding state-of-the-art technology, innovative programs, research and education.

Through the incredible generosity of its donors, CHT has helped to raise more than \$480 million for health care. Funds raised benefit Foothills Medical Centre, Peter Lougheed Centre, Rockyview General Hospital, South Health Campus, many community health programs and 12 Carewest centres in the Calgary community.

Working closely with CHT partners, the CHT looks to identify the areas where philanthropy will have the greatest impact on health care within Calgary immediately and over the long-term.

CHT fundraising efforts focus on three healthcare priorities:

- developing world-class care;
- enhancing public and staff education about health care
- improving quality of life by accelerating research into action.

Health care touches all of us and CHT is proud to make a difference to the people they care about in particularly in the areas of:

- acute care;
- prevention and harm reduction;
- chronic pain clinic and outpatient care;
- palliative care; and
- labour and delivery and neonatal care.

CHT employs 28 dedicated professionals who work closely with Alberta Health Services (AHS) and community partners to identify key priorities where philanthropic supporters will ensure excellence.

THE ROLE

Under the supervision of the Communications Advisor, the Digital Communications Intern will be part of a fast-paced, full-service marketing communications team that supports the fundraising

initiatives of Calgary Health Trust. The intern will work as part of a team that is specifically responsible for external & internal communications, social media, digital marketing, events, design, media relations, publications, video production and other projects. This is a limited term position for the period of approximately September 21, 2020 – December 18, 2020.

KEY RESPONSIBILITIES

- Assist in the management of Calgary Health Trust’s digital media presence
- Support the brand refresh project focusing on the transition of digital media properties
- Develop online communications tools, including blogs, social media and web content
- Stay current with marketing trends and other areas affecting the fundraising business
- Assist with research and marketing communication measurement
- Participate in weekly team meetings
- Develop work-back calendars and progress reports
- Organize and maintain the team’s digital library and file archives
- Provide administrative support, as needed
- Perform other duties, as assigned

EXPERIENCE, QUALIFICATIONS AND EDUCATION

- Post-secondary education in public relations, communications, marketing and/or journalism
- Proficient with Microsoft Office products – Word, Excel, PowerPoint and Outlook
- Experience with photography and graphic design, including a working knowledge of Adobe Creative Suite and related graphic design software
- Familiarity with digital analytics and measurement

ATTRIBUTES AND ABILITIES

- Excellent oral and written communication skills
- Professional and personable
- Strong project management, organizational and time management skills
- Logical, work-oriented and analytical; a critical thinker
- Attention to detail is essential
- High energy, flexible and able to take initiative and work both independently and as part of a team

WORKING CONDITIONS

- Sedentary computer work in an office setting

- Some travel to various community events required
- Occasional evening and weekend work required

FOR ADDITIONAL INFORMATION

- www.calgaryhealthtrust.ca
- To explore this opportunity further, please send your resume and cover letter, in confidence, no later than September 1, 2020 to:

Karen Longden
Manager, People Services
karen.longden@calgaryhealthtrust.ca