



Children's Hospital Foundation is an independent 501(c)3 that works to maximize philanthropic impact in children's health at Children's Hospital of Richmond at VCU. We are dedicated to raising and stewarding philanthropic resources that will enable CHoR to become a top, nationally ranked children's hospital. With roots going back more than 100 years to the incorporation of Richmond's original children's hospital on Brook Road in 1920, we are proud to work with generous members of our community to drive excellence in patient care, education and research.

Children's Hospital Foundation is currently engaged in a \$100 million capital campaign to fund construction of the Wonder Tower, CHoR's new home for inpatient, emergency and trauma services. Set to open in spring of 2023, the new facility will complete an entire city block—one million square feet—dedicated to the care of children.

## **Communications Specialist**

The Communications Specialist assists with all organizational communications and leads the development of digital media, including website, social media and email. They also serve as the primary manager of the organization's online fundraising and communications tools and systems.

### **Key responsibilities:**

- Writes, edits and uploads Foundation content to the Children's Hospital of Richmond at VCU website and social media accounts. Regularly audits website to ensure the material is relevant and up-to-date.
- Develops and manages calendar of social media content with input from other Foundation and Hospital team members, including event promotion and fundraising messaging.
- Manages systems involved in creating and running online giving campaigns, event registrations and peer-to-peer fundraisers, ensuring appropriate and consistent messaging and branding is used across all online activities.
- Designs and executes the Foundation's email strategy, including the creation and deployment of a monthly e-newsletter, event promotions, new constituent welcome series, and stewardship and acknowledgement messages.
- Provides guidance on online advertising and direct response marketing efforts conducted with external vendors.
- Supports fundraising functions, focusing on events and corporate fundraising needs, through the creation of collateral and other assets.

- Works with the Advancement Services team to ensure data integrity between online systems (Classy and Luminate Online) and the Foundation's constituent database (Raiser's Edge).
- Collaborates with outside vendors and partners on projects related to the creation of communication materials.
- Assists with departmental project management and organization.

### **Required qualifications:**

- Bachelor's degree or equivalent experience in a relevant field
- Excellent verbal and written communication skills
- Knowledge and abilities related to content writing, editing and publication design
- Experience managing content within online platforms, including social media and e-newsletter systems
- Experience with Microsoft Office and constituent management databases
- Ability to participate in activities and special events oftentimes after hours
- Access to reliable transportation as needed to perform job duties
- Ability to work effectively and independently with the ability to manage multiple projects simultaneously
- Highest ethical standards, attention to confidentiality and willingness to fully comply with VCU's interpretation of HIPAA law as it relates to fundraising
- Must have demonstrated ability to develop and maintain effective working relationships with a broad spectrum of people, including team members, donors and other external audiences
- Emotional intelligence, empathy and ability to relate to individuals impacted by health experiences
- Demonstrated experience working in and fostering a diverse, equitable and inclusive environment

### **Preferred qualifications:**

- Experience within a health care and/or children's hospital fundraising environment
- Experience with Classy, Luminate Online and other Blackbaud fundraising products, including Raiser's Edge NXT
- Experience with website management through Sitecore CMS
- Experience with Adobe Creative Suite products

### **Work type:**

Children's Hospital Foundation is committed to providing employees with a supportive work environment focused on collaboration, efficiency and flexibility and therefore deploys a designated team hybrid work model. This role will operate on a hybrid model that includes a combination of remote and on-site hours, based on a schedule set with their manager.

**Salary range:**

From \$42,000, commensurate with experience

**How to apply**

To apply, please email a resume and cover letter to [careers@chfrichmond.org](mailto:careers@chfrichmond.org). Please be sure to list the position title in the subject. Review of applications will begin immediately and will continue until the position is filled.