



Position:	Marketing Specialist, Brand & Creative
Employment status:	Permanent Full Time (35 hours per week), Hybrid (2-3 days in office)
Location:	700-5100 de Maisonneuve Blvd. West, Montreal (Quebec)

Reporting to the Associate Director, Marketing and Communications, the Marketing Specialist, Brand and Creative is responsible for supporting and executing the Foundation's brand strategy through creative development, visual storytelling, and creative production across digital and print channels. Working closely with colleagues throughout the organization, this role helps elevate the Foundation's brand, ensure consistency across all communications, and support fundraising, stewardship, and awareness initiatives through impactful creative work.

This is an ideal role for a creative and strategic marketing professional who enjoys design, branding, storytelling, and bringing campaigns to life through compelling visual and written content that supports health care, research, and patient care.

KEY AREAS OF RESPONSIBILITY

Brand Management & Creative Strategy

- Support the implementation and evolution of the Foundation's brand across all communications and marketing initiatives
- Ensure consistency of visual identity, messaging, and design standards across all channels and touchpoints
- Maintain brand guidelines and support internal stakeholders with brand-related requests
- Develop creative concepts and recommendations that align with campaign objectives and organizational priorities
- Act as a steward of the Foundation's brand and reputation through high-quality creative execution

Creative Development & Content Production

- Design and produce marketing and communication materials for digital, print, and event-related initiatives
- Create visual assets including social media graphics, email creative, presentations, brochures, event signage, donor impact materials, and fundraising collateral
- Support photography, videography, and multimedia projects that showcase the Foundation's impact



- Develop creative content that highlights donor stories, patient experiences, research breakthroughs, and health care innovation
- Adapt creative assets and messaging for various audiences, campaigns, and platforms

Digital Marketing & Social Media

- Create engaging creative content for social media and digital marketing campaigns
- Support the development and execution of organic and paid social media initiatives
- Work collaboratively with the marketing team to ensure campaign assets are delivered on schedule
- Monitor design, branding, and digital content trends to identify opportunities for innovation and engagement
- Support content calendars and campaign deployment schedules

Campaign & Fundraising Support

- Collaborate with internal teams on fundraising campaigns, donor stewardship initiatives, events, and awareness programs
- Contribute creative ideas and concepts during campaign planning and brainstorming sessions
- Ensure campaign materials align with overall strategic objectives and brand standards
- Support the execution of multi-channel marketing campaigns through the timely delivery of creative assets
- Assist with event materials and promotional assets as required

Creative Operations & Asset Management

- Maintain organized files, photography libraries, creative templates, and brand resources
- Coordinate creative requests and manage production timelines
- Liaise with external vendors, printers, photographers, videographers, and agencies when required
- Ensure all creative materials undergo quality assurance reviews before production or publication
- Support the continuous improvement of creative workflows and processes

Reporting & Optimization



- Assist in evaluating the performance and effectiveness of creative campaigns
- Compile engagement metrics and performance data for marketing initiatives
- Identify opportunities to improve audience engagement and brand visibility
- Support creative testing and optimization efforts across digital channels

QUALIFICATIONS

Required

- 3–5 years of experience in graphic design, marketing, communications, branding, creative services, or a related field
- Strong proficiency with Canva and Adobe Creative Suite, including Photoshop, Illustrator, and InDesign
- Strong understanding of branding, visual identity, and creative best practices
- Experience creating content and assets for both digital and print marketing channels
- Excellent written and verbal communication skills
- Strong project management and organizational skills
- Exceptional attention to detail and commitment to quality
- Ability to manage multiple projects and deadlines simultaneously
- Ability to work collaboratively with cross-functional teams
- Bilingual (English and French)

Preferred

- Experience working in a nonprofit, healthcare, philanthropy, or mission-driven organization
- Photography, videography, and video editing experience
- Experience working with external creative agencies and production vendors
- Familiarity with social media content creation and digital marketing channels
- Knowledge of marketing analytics and campaign reporting tools



- Experience supporting fundraising or donor engagement initiatives

What Success Looks Like

- The Foundation's brand is consistently represented across all communications and marketing activities
- Creative projects are delivered accurately, on time, and according to brand standards
- Marketing and fundraising campaigns are supported by high-quality, engaging creative assets
- Brand resources and creative files are well organized and easily accessible
- Stakeholders can rely on the role for strong creative expertise and execution
- The Foundation's stories, impact, and priorities are communicated clearly and effectively
- Creative work contributes to increased awareness, engagement, donor stewardship, and fundraising outcomes

We thank you for your interest in the MUHC Foundation and all submitted applications will be considered; however, only selected candidates will be contacted for interview purposes.

Candidates must submit their CV and cover letter to Naomie Long at naomie.long@muhc.mcgill.ca

OR Candidates must submit applications through Indeed: [Spécialiste en marketing, marque et création/Marketing Specialist, Brand & Creative - Montréal, QC H4A 3T2 - Indeed.com](#)