



Job Title : Senior Communications and Brand Coordinator

Location: Acadie-Chaleur Zone

Position Type : Full-time, permanent

Reporting to the Executive Director, the successful candidate will be responsible for planning, creating, and implementing communication, positioning, and brand strategies that support the four foundations of the Acadie–Chaleur region: the Chaleur Regional Hospital, Enfant-Jésus RHSJ† Hospital, Lamèque Hospital and Community Health Centre, and Tracadie Hospital.

This person will play a key role in showcasing programs, funded projects, and the impact of donations, while supporting recognition, fundraising, and community engagement activities.

Key Responsibilities

Strategy and Brand Management

- Develop and coordinate strategic communication plans for each foundation, ensuring consistency in brand image and overall positioning.
- Design creative initiatives and visibility campaigns to reach and inspire key audiences: donors, partners, the community, and media.
- Work closely with the foundations' team and Vitalité Health Network partners to ensure seamless communication across organizations.
- Propose and implement innovative outreach strategies (digital content, videos, testimonials, integrated campaigns).

Communications and Public Relations

- Oversee the design, writing, and production of communication materials such as press releases, speeches, newsletters, impact reports, and web or social media publications.
- Manage agreements and relationships with media partners, suppliers, and agencies.
- Lead the regular updates and engagement of the foundations' digital platforms.
- Evaluate the effectiveness of communication initiatives and recommend adjustments based on results and emerging trends.

Events and Recognition

- Plan and coordinate recognition and announcement events (inaugurations, tributes, launches).
- Support the production of visual materials and tools for fundraising and donor engagement activities.

- Actively contribute to the planning and promotion of regional joint events such as the Radiothon and the Northern Star campaign.

Candidate Profile

- Post-secondary degree in communications, marketing, public relations, or a related field.
- Minimum of five years of relevant experience, ideally in the philanthropic, community, or public sector.
- Excellent command of French and English, both oral and written.
- Strong skills in writing, content creation, and storytelling.
- Proven ability to manage multiple projects simultaneously within tight deadlines.
- Team spirit, creativity, initiative, and sound judgment.
- Proficiency in Microsoft Office tools and digital platforms (Canva, social media, web content management).

Why Join Us

This position offers a unique opportunity to contribute to the promotion of philanthropic initiatives that have a direct and meaningful impact on the health of our communities. You will be part of a passionate team where creativity, collaboration, and innovation are at the heart of everything we do.

Working Conditions

- Competitive salary
- Comprehensive benefits package
- Collaborative work environment

How to Apply

Interested candidates are invited to submit their résumé and cover letter by email **no later than March 23, 2026, at 3:00 p.m.**, to:

André Leclair, Executive Director

Andre.leclair@vitalitenb.ca

Acadie–Chaleur Foundations – Zone 6

Chaleur Regional Hospital - Hôpital de l'Enfant-Jésus RHSJ† - Lamèque Hospital and CSC - Tracadie Hospital

IMPORTANT: Only those selected for an interview will be contacted