



## Position Summary & Submission Guidelines

**Reports to:** CEO

**Posted:** March 11, 2026

**Location:** Charlottetown, PE.

**Hiring Salary Range:** \$76,500 - \$90,000 with comprehensive benefits, including defined pension plan.

The role is based on-site at the QEH Foundation office, located within the Queen Elizabeth Hospital. As we are deeply connected to the local community, the incumbent must reside in PEI.

If you are the ideal candidate to fill this position, please apply by **Monday, April 13 at 5pm** to the email address below. Include a letter of application and resume clearly demonstrating matching experience and qualifications.

### **QEH Foundation Selection Committee**

qehfoundationHR@gmail.com

As with all employees of the QEH Foundation, a criminal records check is required and there is a six-month probationary period.

# Director of Marketing & Communications

The Director of Marketing & Communications plays an integral role in ensuring the development and implementation of a comprehensive marketing and communications strategy designed to maximize the Foundation's fundraising success and public profile, with a strong focus on supporting donor stewardship and recognition programs, which are woven throughout all Foundation activities

Possessing excellent written and verbal communication skills and extensive knowledge of critical success factors for fundraising, the Director will be able to handle multiple projects and build strong working relationships with fellow team members and media partners.

As a member of the management team, the Director of Marketing & Communications will be an experienced leader and strategic thinker, a creative self-starter, with strong organizational and project management skills.

# The Opportunity

Reporting to QEH Foundation's Chief Executive Officer, the Director of Marketing & Communications is an integral member of the leadership team who is responsible for shaping QEHF's overarching marketing and communications strategy supporting revenue generation at the QEH Foundation.

Overseeing a broad portfolio, the Director of Marketing & Communications leads marketing, communications, development communications, corporate partner communications, digital and online strategy, media relations, and events communications.

The Director oversees all applications of the Foundation's brand, including expression across all marketing channels, in donor-facing materials for campaign appeals and events, and with the distinct purpose of elevating the profile of QEH Foundation in a strategic manner that inspires support from individuals, foundations and corporations.

The Director is responsible for the Marketing and Communications department's budget development and management, and lead and coach a team of up to four people in setting key performance indicators. The Director will work to create collaborative, trusting and transparent relationships with QEH Foundation's team, Board Committees, when applicable, and at times in collaboration with the communications team of QEH and Health PEI.

As a fundraising communications specialist, you are a natural storyteller, skilled at producing a variety of fundraising, stewardship, and marketing materials, with experience in health care philanthropy or a similar sector. The successful candidate will research, write, design, and produce funding proposals, impact and endowment reports, campaign case documents, speeches, web content & other materials.

As the ideal candidate, you have held progressively senior leadership positions in the portfolios of marketing, communications and/or branding at similarly complex organizations. Experience from within the not-for-profit sector, capital campaigns, and a strong focus on driving fundraising are considered strong assets. Colleagues describe you as a key contributor who is innovative, inclusive and who fosters a team culture of customer service and teamwork. Your strategic mindset results in you being able to translate complex information and inspirational ideas into strategies to capitalize on our organization's distinct brand with a depth of experience across all communications channels. And, your reputation among current and former colleagues reflects your ability to contribute positively to team culture and morale.

## You are adept at:

- Building a strong team in the delivery of communications and marketing;
- Translating grateful patient experiences into inspiring stories;
- Crafting and implementing successful marketing and donor relations strategies to reach a broad and highly diverse audience; and
- Building and maintaining strong relationships with agencies and partners, and with optimizing the use multi-media channels to deliver desired results.

You are media trained and are comfortable acting as the spokesperson for an organization, when called upon, and are adept at ensuring the CEO and/or Board Chair are well prepared to do so.

You begin and end your day scanning local and regional news, proactively monitoring for donor-related content, stories, and opportunities, and keeping colleagues informed in real time.

Candidates must be strong supporters of equity, diversity and inclusion, and with working with diverse communities with respect, sensitivity, creativity, innovation and cultural understanding.

Candidates shall hold a relevant degree and ideally hold, or are interested in, pursuing a degree, certificate or designation in philanthropy and development, non-profit management, and/or philanthropic psychology.

## Benefits:

The QEH Foundation is a leading charity in PEI. By joining us you will also have opportunity to participate in benefits unmatched by most.

Permanent full-time employees are eligible to participate in Health PEI's group insurance plan, sick time and the employee retirement plan. The following benefit premiums will be 100% paid by the Employer:

- Health Plan -Group Life Insurance
- Dental Plan -Dependent Life Insurance
- AD&D Insurance
- Group Life Insurance
- Dependent Life Insurance
- Long Term Disability

**Pension:** All permanent full-time and part-time employees will contribute to the Employer's pension plan – Public Sector Pension Plan (PSPP). The employee's contribution will be matched as per the pension plan text.

**Vacation:** Employees are granted 15 days per year vacation time until five years of service.





## About the QE Foundation

The QE Foundation is dedicated to fundraising for priority medical equipment for service delivered throughout the Queen Elizabeth. We are committed to open, accountable relationships with our donors, our community and the hospital. Our goal is to ensure that donors are able to understand the impact of their contributions, that we meet their expectations for service and accountability, and that our commitments are fulfilled.

## Stories We Tell:



[Watch Matilda's story here](#)



[Watch Michelle's story here](#)



[Watch Chad's story here](#)



[Watch Lucas' story here](#)

# Donor Impact



“We would not be here providing the service and the care that we do today without the generous donations of Islanders. With them, we’ve been able to provide care that we’ve never been able to provide here before.”

**Dr. Beth Ellen Brown,**  
**QEH Neonatologist**

“The biggest thing for me was that I couldn’t really look after my youngest child by myself. She would run away and I couldn’t go get her. That has been the biggest change since my hip surgery, I can now pick my kids up and dance with them or go for a walk on the beach.”

**Michelle Massiah**  
**QEH Grateful Patient**



"The truth is, we couldn’t do what we do without the right equipment. From CT scanners and ventilators to defibrillators and X-ray machines, every piece is essential, and every piece is made possible through the support of donors."

**Dr. Spencer Brown**  
**QEH Emergency Physician**

# Additional Information:



**Queen Elizabeth Hospital Foundation Inc.**

Financial Statements  
June 30, 2025



[Read our latest annual report here](#)

[View our latest financial statements here](#)

## QE Foundation Organizational Chart

