

Do you love turning stories into stunning visuals that inspire people to act? Are you ready to bring creativity to life through video, design, and digital content that makes an impact?

A typical day as Covenant Foundation's multimedia specialist starts with a creative brainstorm — reviewing campaign calendars, connecting with team members, and identifying opportunities to tell powerful stories. You might spend the morning storyboarding a short video featuring a grateful patient, coordinating with the fundraising team to capture authentic moments that will inspire donors, or designing a set of engaging social media graphics to promote an upcoming event.

In the afternoon, you could be on-site filming a donor interview, editing footage into a compelling highlight reel, or collaborating with the team to refresh website content for a new project. Throughout the day, you'll balance hands-on content creation with strategic thinking — ensuring every piece of content reflects the foundation's brand, strengthens community engagement, and helps transform health care for Covenant patients across Alberta.

KEY RESPONSIBILITIES

Content Strategy and Creation

- Develop and implement a multimedia content strategy to enhance audience engagement and donor outreach.
- Create dynamic content across multiple mediums, including video, infographics, animations, and photos.
- Design and produce visually engaging assets for social media, events, campaigns, website updates, email marketing, and print materials.

Video Production and Design

- Plan, shoot, and edit video content, including donor stories, patient testimonials, event highlights, and campaign promotions.
- Use animation and motion graphics to create eye-catching and shareable content.
- Oversee end-to-end video production, including scripting, storyboarding, and post-production.

Brand Management

- Collaborate on managing Covenant Foundation's social media platforms, focusing on dynamic, shareable content to grow engagement and awareness.
- Collaborate on updating website content to keep it fresh, visually appealing, and user-friendly.
- Optimize all multimedia content using best practices for SEO and digital engagement.
- Ensure all content aligns with Covenant Foundation's brand identity.
- Bring fresh ideas for campaigns and projects to make our content more engaging and impactful.
- Experiment with emerging trends and technologies to maximize reach and impact.

Collaboration and Support

- Work closely with the marketing and communications director, fundraising team, and external partners to align content with overall campaigns and strategies.
- Provide creative support for events, campaigns, and donor engagement initiatives.

QUALIFICATIONS

Education and Experience

- Bachelor's degree in marketing, communications, design, multimedia, or a related field.
- 3+ years in multimedia content creation or a similar role.

Key Competencies

- Proficiency in graphic design tools (e.g., Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro, After Effects).
- Expertise in video production, including shooting, editing, and motion graphics.
- Strong storytelling skills with an ability to write clear, engaging copy.
- Experience with project management tools
- Knowledge of digital marketing strategies, including SEO, email marketing, and analytics tools (e.g., Google Analytics, Mailchimp).
- A creative mindset with the ability to translate complex ideas into visually engaging content.
- Excellent planning, organizational, project management, written and verbal communication skills with the ability to work under time restraints and adapt to changing job priorities

WHO WE ARE

We're reimagining the health care experience.

From the moment a patient walks through the doors of a Covenant facility, we want it to feel different.

The Covenant Foundation raises funds to elevate that experience at Covenant hospitals and care facilities across the province. Through specialized programs, enhanced care spaces, state-of-the-art equipment and training, and leading-edge innovation, we spark transformation as unique as the communities we serve across Alberta. Guided by our faith-based mission, we prioritize compassionate care for those most vulnerable, supporting the whole person in mind, body, and spirit.

We ensure patients and families across Alberta don't just receive care — they feel it at every moment of their journey

WHY JOIN US?

- **Make an Impact:** Your creative work will directly support healthcare programs and improve lives in Alberta.
- **Collaborative Environment:** Work with a passionate team committed to innovation and impact.
- **Growth Opportunities:** Expand your skills in multimedia, design, and marketing while working on meaningful projects.
- **Competitive Compensation:** Enjoy a comprehensive benefits package and a supportive work culture.

We believe in supporting our employees by providing:

- Competitive pay \$60,668 – \$82,443 per annum based on a 35-hour work week
- Comprehensive benefit package
- Pension plan
- Flex-spending account
- Hybrid work environment

TO APPLY

Please email your cover letter and resume in one document to Karlee Conway at foundation@covenanthealth.ca. Please include in your email subject line: **MULTIMEDIA SPECIALIST**

While we thank all candidates who apply, we will only reach out to candidates who meet the hiring manager's requirements on their resume.

Commitment to Diversity, Equity, Inclusion and Accessibility

Covenant Foundation values diversity in thought as well as representation. We are committed to building an environment that provides a foundation for safety and belonging and are challenging our biases and assumptions daily. Should you need any support during the application or interview process, please do not hesitate to reach out to Karlee Conway at foundation@covenanthealth.ca.