

## Digital Graphic Designer Marketing & Communications Committee

The Stollery Women's Network (SWN) brings together women across Alberta who are passionate about improving children's health. Through connection, advocacy and philanthropy, members inspire others to invest in life-changing care for kids.

Together, we are working towards an ambitious goal: raising **\$1 million** in support of the Foundation's comprehensive capital campaign by growing a community of women committed to making a lasting impact.

### Role Purpose

- Reporting to the SWN marketing and communications lead and staff advisor, the digital designer is responsible for supporting the Network's communication strategy with the goal of advancing our mission to raise \$1 million by 2029.
- Designing digital assets that will be used in the promotion and branding of SWN related activities and fundraising events.

### Responsibilities and duties

- Create and design digital assets for social media, e-newsletters and e-blasts
- Collaborate with the Events and Outreach committees to support current projects
- Ensure SWN marketing strategy aligns with the Foundation brand standards

### Qualifications

- Passion for excellence in children's health
- Experience or interest in marketing, communications, public relations, branding, or digital media
- Excellent written and verbal communication skills
- Knowledge of social media platforms and current communication trends
- Professionalism, diplomacy and sound judgement
- Marketing or communications experience (an asset)
- Must be 18 years of age or older

### Time commitment

Marketing & Communication committee members are expected to:

- Attend the SWN orientation (**August/September**)
- Attend committee meetings **as scheduled** by marketing & communications lead (virtual or in-person)  
Approximately 2-4 hours per month
- Attend outreach or events sub-committee meeting (if assigned)
- Attend SWN bi-annual meetings **April/May** and **October**
- Engage in and promote SWN through social media and personal networks
- Attend and support SWN and Foundation events
- Volunteer at select Foundation and SWN initiatives

### Term

- Three-year commitment, with opportunity for a two-year extension  
\*Terms are subject to revision if deliverables and/or commitments are not met

### Onboarding & Training

- Complete onboarding session with SWN Senior manager and Co-Chair
- Participate in a tour of Stollery Children's Hospital
- Attend a Champion information session