

CancerCare Manitoba Foundation's mission is to support CancerCare Manitoba's strategic priorities. Thanks to the generosity of donors, the Foundation has been able to grant more than \$143 million to CancerCare since 2000. This investment profoundly impacts patient outcomes and bridges the gap of initiatives and programs not eligible for government funding or where financial resources are not available.

CancerCare Manitoba is our provincially mandated agency for cancer and blood disorders and the Foundation shares its bold vision, "A world free of cancer" and the goal that no life is cut short by cancer.

CancerCare Manitoba Foundation is the only charitable organization exclusively fundraising for CancerCare Manitoba. All funds raised and donated remain in Manitoba.

To submit your candidacy for this excellent opportunity, please email your resume in confidence to:

Annette Kohut,
Senior Associate,
Executive Search
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The Opportunity

CancerCare Manitoba Foundation is seeking a Director of Marketing and Communications to take a leading role in the next chapter of the Foundation's growth and evolution. A member of the Senior Leadership team, the Director will be the strategic catalyst behind innovative marketing and communications initiatives designed to build brand awareness and maximize support for the Foundation. This position represents a tremendous leadership opportunity to be part of the transformation of CancerCare Manitoba Foundation as we embark on this exciting next stage of our development.

About CancerCare Manitoba Foundation

CancerCare Manitoba Foundation is the only organization exclusively fundraising for CancerCare Manitoba. Since our establishment as a foundation in 2000, donors from every walk of life have given more than \$143 million to help deliver the best research, patient care, treatment, and support.

CancerCare Manitoba Foundation works tirelessly each day to earn the trust of all Manitobans, and we are honoured that, every year, more than 30,000 individuals support us through a myriad of channels, including major giving, legacy giving, annual giving, signature, and community events. This allows the Foundation to proudly provide close to \$8 million in grants annually to CancerCare Manitoba.

We are proud to support CancerCare Manitoba's internationally recognized team of health professionals as they provide outstanding quality care for all Manitobans and their families living with cancer.

The Foundation supports CancerCare Manitoba's key strategic priorities by:

1. Providing gap funding for programs and services that may not be eligible for government funding
2. Funding the research infrastructure to attract and retain the best and brightest cancer specialists to CCMB (and improve outcomes for Manitobans diagnosed with cancer)
3. Educating Manitobans about how to reduce their personal risk of cancer
4. Funding programs and services to support Manitobans and their families throughout their cancer journey

Forecasts tell us cancer is on the rise in Manitoba, and in the coming years, the Foundation will need to continue its financial support to CancerCare Manitoba. To learn more about the Foundation, please see <http://www.cancercarefdn.mb.ca>

Ideal Candidate Profile

- An established senior marketing and communications leader with a proven track record of delivering strategic programs and campaigns that drive results
- Superior storyteller, committed to sharing the brave stories of Manitobans affected by cancer and communicating donor impact
- Deeply passionate about the work of CancerCare Manitoba and the Foundation
- A confident, committed and highly empathetic individual who is open and adaptable to different working styles
- Excels at communicating in written and verbal form and with a wide range of stakeholders.
- Possesses well-rounded experience working within and external to organizations and be known for their ability to develop and nurture partnerships
- An inspiring, resourceful and thoughtful leader, with significant motivational and management experience
- Experience coaching and mentoring people
- Fosters a strong team focus by promoting and encouraging collaborative and supportive work across the Foundation

Key Responsibilities and Accountabilities include:

Strategy & Planning

- Together with the President & CEO, Board, and staff, translates CCMB's strategic plan and priorities into plans and objectives for Foundation fundraising
- Develops, monitors and evaluates annual and ongoing plans and results within marketing and communications
- Supports the President & CEO in providing information and guidance to the Board of Directors with respect to key marketing and communications priorities

Marketing & Communications

- Lead the team responsible for providing marketing and communications support to diverse fundraising programs and activities which contribute to revenue growth as well as increase the Foundation's market presence and reputation
- Develop and implement visionary and effective branding campaigns, cohesive strategic communications plans, corporate communications and public relations and assist in the development of presentations for donors and key stakeholders, prepare compelling content for fundraising appeals, donor impact reports and newsletters, speeches, videos and various materials for the President & CEO and Board members
- Manage media opportunities as well as serve as spokesperson on a vast array of issues and activities
- Provide leadership for the Foundation's direct response fundraising program
- Lead the Foundation's web, digital and social media programs and activities
- Lead the Foundation's risk reduction campaign including creative execution, media buying and program management
- Stays on top of current trends in fundraising and philanthropy

Relationship Building and Teamwork

- Cultivate and advance strong relationships with CCMB senior leadership, Communications, Research Institute, Screening/Prevention and clinical teams
- Serve as the primary Foundation liaison with cancer patients and their families
- Manage diverse relationships with external partners including creative agencies, media partners and vendors

Financial & Systems Management

- Develops multi-year, annual and campaign budgets/plans as well as financial forecasts
- Accountable for a multitude of vendor accounts, payments and reporting

Human Resource Management

- Coaches, mentors, and inspires the marketing and communications staff
- Recruits and hires new staff when opportunities are presented
- Leads staff in the development of performance goals and metrics for their respective areas of responsibility and provides ongoing monitoring and feedback

Position Requirements

- Demonstrated successful track record of planning, implementing and leading a comprehensive marketing and communications portfolio including program execution
- Proven history of achieving results in a high-paced business environment with competing and multiple priorities
- Demonstrated experience coaching, training and leading a high-functioning marketing and communications team
- Experience and confidence working with senior level leadership, volunteers, employees, industry partners and local media
- Superior verbal and written communication and interpersonal skills
- Resourceful, Passionate, empathetic and collaborative
- Exceptional multitasking, organizational, judgement and analytical skills
- Ability to travel throughout the province as required; a driver's licence and vehicle access are required
- Post-secondary education in marketing and communications is required
- Experience in the non-profit sector is considered an asset

About CancerCare Manitoba

CancerCare Manitoba (CCMB) is the provincially mandated cancer agency in Manitoba, responsible for delivery of cancer services across the province. CCMB provides care, treatment, and support services across the entire cancer continuum, from prevention, early diagnosis, treatment, and care, to palliation and end of life care. To learn more about CancerCare Manitoba, please see

<http://www.cancercare.mb.ca>.