

Director of Marketing & Communications

Winnipeg, Manitoba



CancerCare Manitoba
FOUNDATION

All funds raised stay in Manitoba.

PROFILE

As a community, we are all affected by cancer. Advancing research, programs and care is of utmost importance so that as a community, we can continue to thrive and beat this disease.

CancerCare Manitoba Foundation's (CCMF) mission is to raise funds to ensure CancerCare Manitoba (CCMB) has the ability to support an internationally recognized team of health professionals who undertake leading-edge research and provide care and treatment for a complex set of more than 200 diseases. To continue this strong partnership, the Foundation is embarking on identifying its next Director of Marketing & Communications.

Reporting to the President & CEO, the Director will lead Marketing & Communications efforts for the next chapter of CCMF'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.

The next Director of Marketing & Communications will be a genuine relationship builder who is passionate about supporting CCMB and its delivery of outstanding care to Manitobans and their families affected by cancer.

OVERVIEW OF RESPONSIBILITIES

- Lead a team responsible for providing marketing, fundraising and communications support which drive revenue growth as well as increase CCMF's market presence.
- Develop and implement visionary and effective branding campaigns.
- Develop and implement cohesive corporate and strategic communication plans that protect and enhance the Foundation's reputation.
- Together with the President & CEO, Board, and Foundation team, translate CCMB's strategic plan and priorities into plans and objectives for Foundation fundraising.
- Prepare compelling content for fundraising appeals, donor impact reports and newsletters, speeches, videos and various materials for the President & CEO and Board members.
- 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.

PEOPLE FIRST

HR SERVICES

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To submit your candidacy please email your resume in confidence to Annette Kohut at akohut@peoplefirsthr.com. For more information, call Karin Pooley, VP, Executive Search at 204-940-3939.

PREFERRED EXPERIENCE AND SKILLSET

- You are a senior marketing and communications leader with a minimum of ten years' experience in increasingly progressive and challenging positions.
- You have been instrumental in delivering strategic and innovative programs and campaigns with a proven track record of results.
- You are a superior and influential communicator who excels at communicating in all forms and with diverse stakeholders.
- You are passionate about giving back and staying on top of current trends in fundraising and philanthropy.
- You have deep experience leading and motivating people and experience working with senior level leadership, volunteers, industry partners and local media.
- You are a champion of collaboration, transparency, inclusion, accountability and service.
- You have a high level of integrity and authenticity in all that you do.
- You possess post-secondary education in marketing, journalism or communications.
- Experience in the non-profit sector is considered an asset.

About CancerCare Manitoba Foundation

CancerCare Manitoba Foundation's mission, in partnership with donors, is to support CancerCare's strategic priorities. The generosity of donors enables the Foundation to maximize the funds provided to CancerCare Manitoba each year. Donor contributions help bridge the gap of initiatives and programs not eligible for government funding or where financial resources are not available, including prevention, early detection, clinical trials and leading-edge research and treatment.

Thanks to the generosity of donors, CancerCare Manitoba Foundation has been able to grant more than \$143 million since 2000. This support to CancerCare Manitoba profoundly impacts patient outcomes.

CancerCare Manitoba Foundation is a strong, stable and significant organization within Manitoba and all funds raised and donated remain in Manitoba.

www.cancercarefdn.mb.ca