



WE ARE HIRING A DIRECTOR OF MARKETING & COMMUNICATIONS

The mission of the Children’s Hospital Foundation of Manitoba (CHFM) is to improve the health of children everywhere, by inspiring our community to support excellence in child health care and child health research.

#GiveBetterFutures campaign launched in June 2022 and by joining our team, you can transform child health care and research in Manitoba. Help make sure sick kids get the care they need in places of comfort and healing, like an expanded emergency department and state-of-the-art clinics.

The Director of Marketing & Communications is an integral role in our Foundation. This position works under the direction of the CEO/President. In collaboration with senior management and the foundation team, the Director of Marketing & Communications is responsible for the development and execution of all marketing and communication strategies. This position will create and implement the plan to assist the CEO, Development department, and Foundation staff achieve their fundraising goals. The Director must be open to feedback, show respect and recognize others' roles and contributions.

The Director will work cross-functionally with the Development and Finance departments to plan and implement the marketing and communications requirements needed to support Foundation initiatives.

This position requires excellent communication, teamwork, listening, and managerial skills.

The Director must establish and maintain cooperative, respectful, and supportive working relationships with all foundation staff. The Director will collaborate effectively with members of the board and its committees, the media, volunteers, vendors, and service providers.

The Director will work together with other departments to develop annual goals, budget strategies, and financial targets for the Marketing and Communications department that support the Foundation’s objectives.

This is a permanent, full-time position. Our Foundation offers a competitive compensation package, employer paid benefits, and a commitment to professional development.

Let's make anything possible.

We are looking for passionate, talented people to join our team! We invite and encourage all qualified individuals to apply. We are committed to cultivating an inclusive workplace that reflects the diversity of the communities we serve and support.

Key Responsibilities

- Create, implement, and measure the success of a comprehensive marketing, communications, and media/ events plan that will enhance the Foundation's image and position with donors in the province
- Develop and implement a cohesive marketing plan to increase brand awareness and brand recognition
- Develop short- and long-term plans and budgets for marketing, communications, media events,
- Monitor marketing plan progress, assure adherence, adapt as needed, and evaluate performance
- Coordinate media interest in the Foundation, have regular contact with target media and provide an appropriate response to media requests
- Ensure development of all content, layout and design concept, production, printing, and distribution of Foundation materials
- Provide counsel to Guilds on marketing, communications, and public relations
- Regularly conduct market research, monitor trends, and best practices
- Lead and participate as resource on projects as assigned
- Support the Board, board committees, and staff members
- Select, train, appraise, supervise, support, develop, promote, and guide qualified personnel (both paid and volunteer)
- Monitor results and provide financial reports as needed
- Evaluate program performance against targets and adjust plans and strategies accordingly to meet or exceed agreed to performance goals

Key Qualifications & Competencies

- Relevant post secondary education in Marketing, Communications, Broadcasting, or related field
- Proven work experience in senior-level Marketing and Communications role and proven leadership skills
- Demonstrated skill in working with leadership and as a support in cross-functional teams
- Demonstrated interpersonal and negotiation skills
- Excellent communication skills both oral and written
- Able to be open to feedback, show respect and recognize others' roles and contributions
- Experience collaborating with committee volunteers while maintaining a positive working relationship
- Demonstrated knowledge and experience in the design and execution of marketing campaigns, communications, and media
- Strategic mindset, with the ability to make tough decisions
- Demonstrated experience developing and managing budgets and budget forecasts
- Experience hiring, training, developing, supervising, and appraising staff
- Ability to manage multiple projects at a time
- Thrives in a fast-paced work environment, maintains a positive frame of mind, and sets an example of professionalism for others
- Able to maintain confidentiality and able to manage sensitive information appropriately and with discretion
- Not-for-profit background preferred
- Must have access to a vehicle and a valid driver’s license

If you thrive in a challenging environment, and are committed to delivering quality service, apply to **Posting #20225**. **Email your cover letter and resume to Angie Munch at amunch@goodbear.ca, and provide three business references. Please apply by 4:30 p.m. Friday, December 16, 2022.** The posting will remain open until we fill the position.

Thank you to all candidates interested in working with the Children’s Hospital Foundation of Manitoba. We will contact candidates selected for interviews.