



POSITION PROFILE

Chief Marketing & Communications Officer
2020

About Cystic Fibrosis Canada

Cystic Fibrosis Canada (CF Canada) is a national charitable organization founded in 1960 and is one of the world's leading charitable organizations committed to finding a cure for cystic fibrosis (CF). As an internationally recognized leader in funding innovation and clinical care, CF Canada invests more in life-saving CF research and care than any other non-governmental agency in Canada.

Since establishment, CF Canada has invested more than \$261 million in leading research, innovation and care. As a result, Canadians with cystic fibrosis have one of the highest median survival rates in the world.

CF is the most common fatal genetic disease affecting Canadian children and young adults. It is estimated that one in every 3,600 children born in Canada has cystic fibrosis. There is no cure.

CF Canada achievements include:

- Funded the research responsible for the discovery of the CF gene in collaboration with the Cystic Fibrosis Foundation in the United States of America.
- Successfully advocated for newborn screening to be available in all provinces.
- Running one of the world's most comprehensive CF registries.
- Supporting and accrediting the 42 CF clinics in Canada.

CF Canada currently raises \$16M dollars annually with the support of a highly passionate group of national staff, volunteers and parents.

<https://www.cysticfibrosis.ca/>

The Role

Reporting to the CEO, the Chief Marketing and Communications Officer (CMCO) has full oversight and leadership for marketing and communications at Cystic Fibrosis Canada. With a team of marketing and communications professionals, the CMCO will build a high functioning, high service delivery department that is a value add to the organization. The CMCO will identify the key priorities and deliverables for the department, based on the overall strategy and resource availability, and will become a partner to mission, fundraising and program staff and council to the CEO and other senior volunteer leaders.

Internally, the CMCO will enhance communications with all key stakeholders and externally, ensure the brand is impactful and aligned throughout the country. To achieve this objective, the CMCO will build and motivate a high performing marketing and communications team.

Key Responsibilities

- Based on the organizational strategy and needs, build a marketing and communications strategy with key deliverables and metrics.
- Build and manage a robust team of marketing and communications professionals, leveraging existing skills and abilities; creating a customer service mindset.
- Work closely with the CEO and executive leadership team to support the work of CF Canada nationally and globally, building out plans and communicating the objectives of marketing and communications.
- Work collaboratively to ensure the brand is strong and marketing and communications tools and support are available nationally to provide a unified voice.
- Collaborate on direct marketing campaigns, helping to meet revenue targets and ensuring innovative approaches to growing community are achieved.
- Evaluate resources needed to meet objectives based on available budget and analyze internal versus outsourced capabilities.
- Lead a marketing and communications strategy to support advocacy and government relations objectives.
- Build an earned media program, leveraging previous relationships in media and on-line.
- Develop key messaging for a number of organizational initiatives: peer to peer events, chapter initiatives, government relations, mission and scientific work, fundraising and advocacy.
- Build an internal communications plan to connect and unite staff and volunteers.
- Manage a marketing and communications budget, looking for opportunities to decrease cost while increasing impact.

The Opportunity

To be a pivotal voice at the executive leadership table, ensuring marketing and communications at Cystic Fibrosis has a significant impact on children and adults with cystic fibrosis and their supporters. With a new strategic plan in place, and an urgency regarding access to treatment, the person in this role will join at a very pivotal time in the history of CF Canada.

The Ideal Candidate

The ideal candidate is a generalist marketing and communications leader with skills and experience developing and managing brands and ensuring messaging is consistent and clear in a national organization. They are a strategic and a data driven disciplined thinker who knows how to leverage the creativity and skills of others while making sure programs and initiatives are executed flawlessly. Their experience includes a track record in a senior marketing and communications role providing leadership to the CEO and executive team. They are confident in their abilities and able to sell the role of marketing and communications within an organization. As a generalist, they have overseen a wide range of marketing and communications vehicles including brand development and execution, social and digital marketing, public relations and media, government relations or public affairs. A solid manager of staff, the ideal candidate will have a track record building high functioning marketing and communications teams. The ideal candidate can operate with a high level of urgency when sensitive and demanding issues arise.

Private sector candidates will be considered who have been in a leadership role supporting regional offices in a national organization and have experience as a volunteer, either on as a volunteer board member or supporting national fundraising activities such as a charity walk or run.

Core Competencies

- 10 plus years as a marketing and communications leader in a national not for profit charity, managing a team of high performing senior staff.
- Experience in a health charity would be a definite asset.
- Has developed and executed a marketing and communications plan in a national organization with the ability to demonstrate impact through analysis and metrics; they have used data to inform the strategy.
- Experience supporting fundraising programs and national initiatives that increase revenue; has had impact on direct marketing programs.
- Has been a coach to the CEO or leadership team.
- Excellent written skills; ability to communicate compelling stories.
- Highly organized with the ability to prioritize among many competing interests and needs.
- Confident, mature and emotionally intelligent; makes the right decisions for the business in a calm and focused manner.

- Flexible and thoughtful; is able to pivot and adjust messaging in times of urgency.
- Smart individuals with excellent problem-solving capabilities.
- Positive and kind.
- Highly resourceful and budget conscious.
- Bilingualism is a definite asset.
- University degree, ideally a business degree with a marketing focus.

Additional Information

- CF Canada is located at Yonge and Eglinton in Toronto.
- Flexible work arrangements could be considered for the right candidate.

How to Apply

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resume along with cover letter which sets out your interest in the role and highlights the experience you have relevant to the role. We are actively recruiting for this position, so to ensure you are given due consideration for this opportunity, interested candidates should send their resumes and cover letter as soon as possible. **The preferred method of application is on-line at searchsmartconnect.com/jobs**

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