



## Position Profile

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Chief Marketing & Communications Officer  
2022



## About Cystic Fibrosis Canada

Cystic Fibrosis Canada has dramatically changed the cystic fibrosis story, advancing research and care that has more than doubled life expectancy. Since being founded by parents in 1960, Cystic Fibrosis Canada has grown into a leading organization with a central role engaging people living with cystic fibrosis, parents and caregivers, volunteers, researchers and healthcare professionals, government and donors, all working together to change lives through treatments, research, information and support. Despite remarkable progress, the fight is not yet done; children with cystic fibrosis still have only a 50% chance of living beyond their 50s. The organization's goal is to keep pushing, keep going further, until all people with cystic fibrosis can and do experience everything life has to offer—and enjoy everything life has to offer.

[www.cysticfibrosis.ca](http://www.cysticfibrosis.ca)

## The Role

Reporting to the CEO, the **Chief Marketing and Communications Officer (CMCO)** has full responsibility for marketing and communications at Cystic Fibrosis Canada. Leading a team of marketing, communications and stakeholder engagement professionals, the CMCO will identify the key priorities and deliverables for the department, based on the overall strategy and resource availability, and will be a partner to mission and fundraising staff, and counsel to the CEO and senior volunteer leaders.

Internally, the CMCO will enhance communication and collaboration between all key stakeholders. Externally, the CMCO will build a strong, engaged and connected community with individuals with cystic fibrosis and their families, and ensure Cystic Fibrosis Canada is deepening its relationships with the community.

The disease is in a time of great transition and the organization will need to adapt. This position will be instrumental in ensuring we position the organization for the future, clearly articulating our value proposition to our stakeholder community. And as a member of the Executive team, the CMCO will play a significant role in guiding the strategic direction of the organization, helping to build operational plans and priorities.

## Key Responsibilities

### Strategy and Leadership (20%)

- Based on the organizational strategy, create an integrated marketing and communications plan with key deliverables and metrics, to support the current and future direction of the organization.
- Develop and drive forward a marketing and communications plan to support the business objectives for both the mission and fundraising portfolios.
- Oversee strategies for engaging the CF community, ensuring CF Canada is growing its base of supporters and deepening its relationships with those impacted by the disease.
- Work closely with the CEO and executive leadership team to support the work of Cystic Fibrosis Canada nationally and globally.

- Manage a marketing and communications budget, looking for opportunities to increase impact.
- Oversee information and support services, working collaboratively with the mission team.

#### Marketing & Communication Support (50%)

- Support both the mission and revenue development teams with effective marketing and communications, including digital (social media, websites, email, etc.), written collateral, newsletters, engagement strategies and campaign support. Help bring teams together to create a unified and integrated approach.
- Be a partner to the revenue development team, supporting them in their efforts to increase revenue for the organization.
- Develop key messaging for a number of organizational initiatives: peer-to-peer events, chapter initiatives, government relations, mission and scientific work, fundraising and advocacy.
- Manage all corporate communications including annual reports, audits and other corporate madidates and initiatives.

#### Team Management (20%)

- Manage and support a hard-working team of marketing and communications professionals, leveraging existing skills and abilities; continue to instill a customer-service mindset.

#### Community Engagement and Support (10%)

- Work respectfully with cystic fibrosis motto “not for us with us” when developing programs and initiatives for the community.
- Lead Cystic Fibrosis Canada’s community input program called Elevate, ensuring community members provide ongoing input and help guide the organization’s work.
- Lead, with the support of the team, Cystic Fibrosis Canada’s information and support programming ensuring that people impacted by CF have needed supports.

### The Opportunity

To be a pivotal voice at the executive leadership table, ensuring marketing and communications at Cystic Fibrosis Canada has a significant impact on behalf of children and adults with cystic fibrosis and their supporters.

### The Ideal Candidate

The ideal candidate is a generalist marketing and communications leader with 10-plus years of experience in the NFP sector, ideally with a national or regional organization that relies heavily on private donations and community support. They will have overseen a wide range of marketing and communications activities, including brand management, social and digital marketing, public relations and media, government relations/public affairs and community engagement.

Preference will be given to individuals who have supported the mission staff and revenue development team of an organization and have built communities among the organization’s stakeholders. Ideally, they will also have experience as an active participant in a leadership team and in supporting the executive and CEO of an organization.

This will include having managed a team of marketing and communications professionals and a track record building customer service-oriented and collaborative departments. They are a natural integrator and able to demonstrate impact through analysis and metrics and use that analysis to both sell the role of marketing and communications within an organization and to further inform the communications strategy.

The CMCO of Cystic Fibrosis Canada must have experience leading national and regional digital and social campaigns where all messaging is consistent, clear and impactful regardless of the location in Canada. They are a strategic, disciplined, data-driven thinker who knows how to leverage the creativity and skills of others to build high-functioning marketing and communications teams to make sure programs and initiatives are executed flawlessly.

The ideal candidate can operate with a high level of urgency when sensitive and demanding issues arise.

## Personal Attributes

The CMCO must be a calm and collected individual who remains focused and productive in a crisis. They get along easily with a wide range of individuals and understand their role is that of a facilitator, mentor, bridge builder and collaborator. They believe that marketing and communications must serve the organization and instill this in their staff. Smart, self-assured, mature, and with excellent listening skills, the CMCO operates with empathy and compassion while not being overwhelmed by the impact of the disease on individuals and families.

## Core Competencies

- Excellent written skills with the ability to communicate compelling stories.
- Highly organized and able to effectively prioritize many competing interests and needs.
- An excellent strategist who can see what needs to be done, and galvanize teams to get there.
- Flexible and thoughtful; able to respond appropriately in times of urgency.
- Excellent problem-solving capabilities.
- Highly resourceful and budget conscious.
- Data savvy with the ability to use data to inform key business decisions.
- A gifted coach and mentor.
- An integrated thinker who can connect the dots between the various needs of the business and think across the organization.
- University degree in marketing, communications, journalism etc.
- Bilingualism is a definite asset.

## 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 resumé along with cover letter that sets out your interest in the role and highlights your relevant experience to [vesna@searchsmart.ca](mailto:vesna@searchsmart.ca). Please include your salary expectations in your cover letter.

Cystic Fibrosis Canada is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without

regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status.

#### **Contact Details**

Sandra Paquette | 416 763 0404 | [sandra@searchsmart.ca](mailto:sandra@searchsmart.ca)

Vesna Markovic | 647 608 3595 | [vesna@searchsmart.ca](mailto:vesna@searchsmart.ca)