



## **ABOUT MAKE-A-WISH® CANADA**

Make-A-Wish® creates life-changing wishes for children with critical illnesses. We are on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness. As an independently operating affiliate of Make-A-Wish International, Make-A-Wish Canada is part of the network of the world's leading children's wish-granting organization. We serve children in every community in Canada, and in more than 50 countries worldwide.

Since 1983, Make-A-Wish Canada has granted over 36,000 wishes across the country, over 1,000 last year alone. For more information about Make-A-Wish Canada, visit [makeawish.ca](http://makeawish.ca). Join our team as a:

**Vice President, Brand Marketing & Communications**  
**National Office - 4211 YONGE STREET**  
**Full time/Regular**  
**Reference #: MAW042**

## **JOB SUMMARY**

Reporting to the CEO, the Vice President, Brand Marketing & Communications owns the development of Make-A-Wish® Canada's (MAWC) brand across all channels and platforms nationwide. This role is responsible for developing and deploying an integrated, multi-channel strategy to elevate the Make-A-Wish brand across Canada. Key areas of oversight include brand marketing, internal communications, social media, public/media relations in support of MAWC's corporate communications, revenue development and mission goals. The position oversees a team of marketing communications specialists, works closely with the MAWC senior team across the country and liaises as necessary with peers across the global organization.

## **PRIMARY RESPONSIBILITIES**

### **Marketing and Communications**

- Stewards brand positioning and integrity, across all public facing content and channels, in compliance with MAWC and global performance standards, policies and guidelines
- Develops and executes short-term and long-term brand marketing and communications goals, in alignment with MAWC's strategic and annual planning, presenting a unified MAWC brand to the market and ensuring delivery of mission, revenue and awareness KPIs year-over-year
- Partners with leadership team to support data driven and measurable marketing strategies and initiatives including:
  - Execution of national marketing campaigns, with training and resources to support regions and ensure campaign alignment (i.e. fundraising channels, community fundraising, cause-marketing campaigns etc.)
  - Creation of impactful, relevant, brand-aligned, bi-lingual content and collateral to forge and deepen supporter relationships



- Develop new strategies to build/maintain a competitive position for securing/maximizing giving opportunities and donations to enhance experiences and optimize efforts to achieve fundraising goals
- Working in partnership with Mass Marketing and Digital Solutions leadership, ensure the MAWC website is a dynamic and effective marketing and communications tool with relevant and brand aligned national/regional content
- Leads social media strategy and direction to build and optimize a vibrant and committed MAWC online community. Works together with other MAWC team leads to integrate activity across the digital eco-system to maximize the number of Make-A-Wish donors, fundraisers, and prospects
- Builds MAWC's overall capability in storytelling, including developing tools and training materials to empower employees to effectively share success stories in the market
- Works with regions and national leadership team to monitor and maintain MAWC's brand perception in the market, as well as understand regional and local nuances
- Works with HR team to ensure appropriate internal communications including regular organization wide Town Hall meetings to keep staff informed and to create a mechanism for two-way communications.
- Develops partnerships with suppliers to ensure branding materials and merchandise are created consistently and in a cost-efficient manner across the organization
- Cooperatively manages marketing and communications relationships, strategies and initiatives with Make-A-Wish International, Make-A-Wish America and our global affiliates.

#### **Public and Media Relations**

- Ensures effective public/media relations and stewardship, including:
  - building positive relationships with members of the national and, when appropriate, regional media, representing MAWC in interviews, conducting presentations and speaking at events as needed
  - represents MAWC and oversees team on paid content partnerships with various media outlets ensuring appropriate ROI
  - leading/developing national media stories/pitches and editorial opportunities
  - training and preparing leadership (i.e. national, regional and chapter) for media interviews and public appearances
  - Work with regions to proactively manage potential concerns and/or crisis communications
  - national media monitoring, reporting and list management services.

#### **Other**

- Adheres to Imagine Canada Ethics Code
- Works in compliance with the provisions of The Occupational Health & Safety Act in the applicable province of employment and its regulations, and complies with the MAWC's Health & Safety Policy
- Other duties and projects as assigned.

#### **Staff Management Accountabilities**

- Provides leadership to the national brand marketing & communications team
- Recruits, engages and retains qualified employees to meet business priorities.



- Provides support and direction in the development, alignment and accomplishment of objectives through on-going performance feedback, recognition and coaching
- Provides a safe and healthy work environment for team members and relevant stakeholders. Ensures they work in compliance with The Occupational Health & Safety Act in applicable province of employment, its regulations, and the Foundation's Health & Safety Policy.

#### **Financial Accountabilities**

- Supports Revenue Development teams to meet or exceed revenue targets
- Monitor department adherence to financial policies and controls
- Determine expense projections as part of the budgeting and forecasting process
- Authorize expenditures within approved guidelines. Monitor expenditures against budget and forecast and initiate appropriate remedial activity as required.

#### **KEY INTERACTIONS/RELATIONSHIPS**

- Partners with the Vice Presidents of Development, Mass Marketing, Mission Delivery, Digital/IT and Regional leads to design marketing strategies and initiatives to support mission and fundraising objectives
- Partners with Regional Leads to share stories of MAWC's impact and raise awareness while ensuring alignment with global brand requirements
- Works with counterparts at Make-A-Wish International and Make-A-Wish America to create and implement cross-border/international brand marketing and communications initiatives
- Represents brand marketing and communications at the leadership table and has a deep understanding of how these vital functions support growth in mission and fund development.

#### **QUALIFICATIONS**

- University degree or equivalent education in business administration and/or marketing and communications
- 12+ years experience in brand marketing and development required; experience in not for profit and/or healthcare preferred
- 10+ years prior management/leadership experience required, with a track record of developing high-performing teams
- Experience developing and implementing social media strategy including growing online communities and deepening engagement levels
- Creative and entrepreneurial in concept development, with an understanding of messaging strategy, story telling and brand positioning
- Ability to connect and work with a wide variety of audiences (internal and external), to build strong relationships
- Strong written, presentation, and verbal communication and project management skills
- Strong analytical and problem-solving skills, including ability to develop and execute data driven strategies to achieve measurable outcomes/results
- Strong financial management and budgeting skills
- Strong initiative and critical thinking skills, to manage multiple priorities simultaneously in a fast-paced, deadline-driven, detail-oriented work environment
- Proficient computer skills including MS Office, CRM and Creative Design software
- Bilingualism in French and English (written and verbal) is an asset



- Criminal Background Check is required.

### **WORKING CONDITIONS**

- Office environment with occasional requirements to work outside of regular office hours to attend meetings/events within the community
- Occasional day/overnight travel, this position may require travel outside local area to represent MAWC
- Access to a reliable form of transportation is required to fulfil responsibilities of this position.

### **PHYSICAL & MENTAL EFFORT**

- Works under pressure of tight deadlines, with high volume workload, and with multiple demands, changing priorities
- Demonstrates emotional resiliency to be able to conduct cold-calls and continue to develop donor relations.

### **WHAT WE OFFER**

Make-A-Wish® Canada offers meaningful opportunities to make an impact. We are committed to fostering a culture that aims to change lives, foster compassion, and better humanity.

In return for your contributions, we offer an attractive compensation package that encompasses a competitive salary, excellent benefits and the opportunity to have a rewarding employment experience where your contributions can make a true difference every day.

### **HOW TO APPLY**

Qualified candidates are invited to send their resume and cover letter stating salary expectations, and quoting the reference **Vice President, Brand Marketing & Communications, Posting #MAW042** in the subject line of the email by **September 28<sup>th</sup>, 2021** to:

Make-A-Wish® Canada  
Human Resources Department  
Hr.Recruitment@makeawish.ca

We thank all applicants for their interest and advise that only those selected for an interview will be contacted. No phone calls, please.

Make-A-Wish® Canada provides equal opportunity in employment and encourages applications from all qualified persons. Accommodations are available on request for candidates taking part in all aspects of the selection process.

### **JOIN OUR ONLINE COMMUNITY**

For more information on how you can support Make-A-Wish® Canada or get involved please visit our website at [makeawish.ca](http://makeawish.ca).