



# Job Posting

## Director, Marketing & Communications

### Career Opportunity

#### About Children's Health Foundation

Children's Health Foundation (CHF) is the fundraising arm of London Health Science Centre's Children's Hospital, Children's Health Research Institute (CHRI) and TVCC (formerly Thames Valley Children's Centre). Our sole purpose is to raise funds for our healthcare partners to better allow them to fill their missions and to benefit children and their families from across southwestern and northwestern Ontario.

We are part of the Children's Miracle Network and one of the 13 Canadian Paediatric Hospitals forming Canada's Children's Hospital Foundations.

Over the last number of years, CHF has steadily increased our annual fundraising success growing from approximately \$8,000,000 in 2016-2017 to nearly \$20,000,000 in our most recent fiscal year. While we have enjoyed significant success, the needs of our partners continue to increase and we are confident, based on several external comparables that we can continue our trajectory of growth.

Donations fund cutting-edge equipment, care enhancing programs and ground-breaking paediatric research at Children's Hospital, TVCC and CHRI. The Foundation helps to ensure better childhoods for kids facing challenges and serious health issues and hope, relief and support for those who love them.

Governed by a highly committed volunteer board of directors, CHF has a staff team of approximately 25 people at various stages of their careers. We are known for our positive work environment and enjoy good pay, exceptional benefits, and an average tenure well above industry norms. We invest strongly in our people; most of our management team are internally promoted staff. We are committed to building excellence, transparency and accountability in all areas, including governance, finance, fundraising, staff management and volunteer involvement.

#### About the Opportunity/The Role

**Reporting to the Vice President Philanthropy, and working closely with the CEO, the Director, Marketing and Communications is a key member of the Foundation's Executive Team, leading a small, high-performing team. This newly created role is designed to enhance the Foundation's brand, strengthen community engagement, and deepen public commitment.**

With a mandate to inspire, engage, and drive measurable outcomes, the Director cultivates a culture that supports revenue generation through data-driven decision-making and strategic storytelling. As the key liaison with the London Health Sciences Centre communications and public engagement team, and with TVCC Communications, they oversee the strategy and execution of all marketing, communications, and community engagement initiatives for the Foundation. Marketing and communications responsibilities encompass brand and content development, donor communications (impact reports, proposals, annual reports, patient stories), digital marketing, and event support.

#### Ideal Candidate Profile

The ideal candidate is a seasoned marketing leader with expertise in integrated brand strategy, campaign execution, omni-channel marketing, and corporate communications. They possess a strong

understanding of direct and digital marketing, leveraging data to inform strategic decisions. An exceptional storyteller and relationship builder, they demonstrate outstanding communication skills and the ability to lead and inspire a high-performing team.

This role requires a leader with solid business acumen who embraces innovative thinking and challenges conventional approaches. The successful candidate will be both strategic and hands-on—grounded yet forward-thinking, a leader with humility, and a listener who transforms big ideas into action.

- 7+ years of marketing communications experience, preferably in the charitable sector, with a passion for developing and scaling high-impact community engagement initiatives. Experience in complex healthcare organizations is a strong asset.
- Minimum of a bachelor's degree, and ideally a master's in an appropriate discipline.
- Proven expertise in creating and executing innovative communication strategies, effectively managing messaging across diverse internal and external stakeholders.
- Exceptional project management skills, adept at balancing multiple priorities while ensuring timely and effective execution.
- Strong analytical acumen, leveraging data-driven insights to inform strategic decisions and optimize outcomes.
- Experienced in applying business analytics to enhance fundraising and engagement strategies.
- Adaptable and solution-focused, excelling in fast-paced environments while maintaining a clear strategic vision.
- Highly collaborative and team-oriented, a supportive leader who listens, motivates, and fosters a culture of success.
- Proficiency with Microsoft Office Suite.
- A CFRE designation is an asset.
- Familiarity with Raiser's Edge/NXT and database management skills highly desirable.

## **Key Responsibilities and Accountabilities**

- In cooperation with the executive team, develop and implement a comprehensive marketing and communications strategy aligned with the Foundation's goals.
- Uphold and enhance Foundation brand guidelines, ensuring consistency across all touchpoints and that all communications reflect the values and strategic priorities of the Foundation's healthcare partners.
- Oversee the creation and execution of multi-channel communication strategies that engage key audiences and drive fundraising success.
- Develop and execute a comprehensive digital marketing strategy that leverages all digital channels to drive fundraising and brand awareness.
- Oversee donor and community engagement across paid and earned media, ensuring exceptional storytelling and timely, relevant content.

## Working Conditions

- Standard office hours are weekdays from 9–5, with flexibility in start and finish times. This role requires evening and weekend availability to support Foundation and community events.
- Travel is required; the incumbent must have access to transportation and use of a vehicle.
- It is anticipated that this position will operate primarily from the Foundation offices or an agreed-upon combination of office and home office activity.
- Some physical work may be involved, including transporting materials and equipment for events.
- A Vulnerable Sector Check is a requirement of employment.

## Salary Range

The Director, Marketing & Communications annual salary range is between \$90,000 to \$130,000.

You are invited to submit a confidential letter of application and resume to [careers@childhealth.ca](mailto:careers@childhealth.ca) by June 27, 2025. Please quote “*Director, Marketing & Communications*” in the subject line.

It is Children’s Health Foundation policy to comply with all applicable laws and regulations which prohibit unlawful discrimination because of race, religion, creed, colour, national origin, sex, sexual orientation, age, disability or marital status or any other protected class.

No phone calls please. While we wish to acknowledge all candidates, only those selected for an interview will be contacted.