

## **Manager, Marketing & Communications**

Permanent Full Time

Salary: \$60K to \$70K

Toronto, Ontario (20 Queen Street West, Suite 702) – Hybrid WFH

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### **THE ORGANIZATION**

Childhood Cancer Canada (CCC), established in 1987, is Canada's leading foundation dedicated to providing support and programming for families affected by childhood cancer and is the primary charitable funding partner of clinical trials and childhood cancer research for C17, comprised of Canada's leading pediatric oncologists and hematologists. More than 10,000 children in Canada are in treatment for cancer right now and about one in five will not survive beyond five years. Cancer is the number one cause of death by disease of Canadian children. Childhood Cancer Canada's focus is on saving, enhancing, and extending the lives of kids with cancer.

### **ABOUT THE OPPORTUNITY**

Reporting to the Executive Director, the Manager, Marketing & Communications will support CCC in achieving its mission, to raise funds and awareness for children with cancer. The successful candidate is a highly organized individual with an entrepreneurial spirit that can manage and support the Foundation's strategic vision, brand development, and execute annual marketing and communications plans. The role will manage the Foundation's digital properties, stakeholder communications, marketing, and media relations campaigns, and will provide support to annual and third-party fundraising events. The Manager, Marketing & Communications will foster a culture of philanthropy, demonstrate dignity, professionalism, and a collaborative work ethic to enhance the profile of CCC and grow its capacity to serve childhood cancer families.

This is a once-in-a-career opportunity to help build the next generation of engaged Canadians who are dedicated to creating victories for children living with cancer in Canada.

### **KEY RESPONSIBILITIES**

- Lead the development and execution of the Foundation's annual communications plan and editorial calendar.
- Manage all digital properties, including the Foundation's website (French and English) and social media channels.
- Manage CRM communications to Foundation partners, donors, corporate partners, and other important Foundation stakeholders.
- Oversee all reactive and proactive media relations opportunities, with a goal to raise the profile of the Foundation, spread awareness of childhood cancer, and grow revenue.

- Craft compelling content for social media, e-newsletters, and Foundation website that illustrates impact while inspiring audiences to support Childhood Cancer Canada.
- Lead the execution of all email and social media campaigns.
- Work with Manager, Programs and Grants to identify and develop ambassador stories to share through digital channels and at fundraising events.
- Oversee annual awareness and fundraising campaigns including but not limited to, Childhood Cancer Awareness Month, Giving Tuesday, International Childhood Cancer Day.
- Manage committee volunteers, in support of awareness and fundraising campaigns.
- Manage strategic partnerships with marketing and communications agencies, vendors, and service providers.
- Oversee the tracking, maintenance and organization of all marketing and communications materials (digital and print).
- Create annual impact report, as well as corporate and partner impact reports as required.
- Implement brand and style guidelines to ensure the branding is consistent across internal and external communications.
- Ensure diversity, equity and inclusion is considered in all marketing and communications efforts.
- Provide cross-functional support to fundraising team, supporting corporate-partner communications and reports, and event support as needed.
- Participate in fundraising event committees and support the fundraising goals of the Foundation.

## **EXPERIENCE, SKILLS & QUALIFICATIONS**

- 5+ years of experience in marketing and / or communications.
- University or collage degree in communications, advertising, journalism, or equivalent experience.
- Experience working in a Content Management System like WordPress or a similar CMS.
- Experience working in Raiser's Edge NXT, OneCause or a similar CRM Database a bonus, or alternatively a marketing newsletter platform like MailChimp.
- Experience creating digital content for web and social media channels (Facebook, Instagram, Twitter, LinkedIn) and familiarity with Canva or Adobe CS.
- Strong interpersonal and relationship management skills.
- Superior communication skills: both written and oral – an exceptional storyteller, with the ability to motivate and inspire audiences.
- A skilled and resourceful problem solver who can work in a fast-paced environment, managing priorities and responding to partners and stakeholders.
- Organized, systematic and able to prioritize, schedule and perform tasks on time and with minimal supervision.



- Able to passionately represent Childhood Cancer Canada and feel comfortable with public speaking.
- Previous foundation work and bilingualism (French/English) considered a strong asset.
- Volunteer and event management considered an asset.
- Experience working with Adobe CS Illustrator or InDesign an asset.
- Possess a desire to keep up with evolving marketing trends through external courses and personal learning.

## OTHER

- Attends and actively participates in meetings (internal and external) when appropriate.
- Other duties as assigned.

## HOW TO APPLY

Does this sound like you? If so, we look forward to receiving your application!

Interested applicants should forward their resume and cover letter explaining why you believe you are the best candidate. **Please submit your updated resume and a covering letter that expresses your interest and alignment with the role in attention to: Angie Ramalho, Director, Integrated Marketing, Partnerships and Events to [angie@childhoodcancer.ca](mailto:angie@childhoodcancer.ca) and indicate Manager, Marketing & Communications in subject line.**

Childhood Cancer Canada is an equal-opportunity employer and encourages all qualified individuals to apply. If you are the successful candidate and require accommodation, CCC will work with you to meet your needs.

The successful candidate will need to undergo a successful Vulnerable Sector Screening Police check.

We thank all candidates for their interest; however, only qualified candidates will be contacted for an interview. Please note we will not be able to respond to phone calls about this position so all applicants must apply by email.