



**FIGHTING
BLINDNESS
CANADA** | **VAINCRE
LA CÉCITÉ
CANADA**

DIRECTOR, MARKETING AND COMMUNICATIONS

REPORTS TO: President and CEO
DETAILS: Full-time, salaried
LOCATION: 890 Yonge Street, 12th Floor, Toronto, Ontario
APPLY BY: September 18, 2023
START DATE: ASAP

POSITION SUMMARY

Fighting Blindness Canada has an exceptional opportunity for a brand building expert with the strategic and people skills to elevate the brand through the strategic planning and engagement of all stakeholders, the creation and delivery of compelling omni-channel storytelling and driving revenue.

Reporting directly to the CEO and as a member of the Senior Leadership Team, the Director, Marketing and Communications will inform the organizational growth strategy and culture and will have two direct reports: the Manager, Communications and Associate, Communications.

This role is hybrid with Fighting Blindness Canada's office in Toronto. Salary will be commensurate with skills and experience.

ABOUT FIGHTING BLINDNESS CANADA

Fighting Blindness Canada (FBC) is the largest charitable funder of vision research in Canada. Over our 49-year history, FBC has invested over \$40 million in critical funding for the development of sight-saving treatments and cures for blinding eye diseases, thanks to the generosity of donors, partners, and volunteers. To learn more about Fighting Blindness Canada, visit www.fightingblindness.ca.

KEY RESPONSIBILITIES

BRAND BUILDING

- Own the marketing communications omni-channel plan from strategy to execution including internal and external stakeholder engagement.
- Work collaboratively with the Senior Leadership Team and Board to evolve the brand value proposition, persona, values, etc.
- Ensure communications have a consistent brand identity across all channels: website, social media, newsletters, emails, impact reports, annual reports, videos, etc.
- Identify and build strategic partnerships to support awareness building.
- Embrace technology that advances the brand and donor experience.
- Establish performance metrics for business and personal success.



DRIVE REVENUE GROWTH

- Work closely with the fundraising team to support revenue goals through the leadership of strong brand development and awareness, cultivation, events, stewardship practices and database management.
- Own virtual relationship P&L, i.e. online donations, direct mail fundraising portfolio.
- Collaborate with Revenue team on developing best practices for cultivation and stewardship.

OPERATIONAL EXCELLENCE

- With the Senior Leadership Team, lead by example to build a culture of high performance.
- Develop a resource library of marketing communications materials for multi-purpose use.
- Identify and build processes to instill strong brand discipline across the organization.
- Develop direct report engagement, performance, and professional growth through mentoring, coaching and performance management process.

YEAR ONE CRITICAL SUCCESS FACTORS

Key areas in which the successful candidate will be measured in year one:

- Stakeholder Engagement: Will have gained the confidence and respect of the Fighting Blindness Canada CEO, the Board of Directors, Senior Leadership Team, and colleagues.
- Culture Leader and Builder: Will be an active and key contributor to a high-performing, collaborative, open, non-siloed and engaged marketing team.
- Compelling Narrative: Will have developed a deep understanding of the brand value proposition and voice, in collaboration with the Director, Research and Mission Programs, and other members of the Senior Leadership Team. This compelling narrative unites staff and Board of Directors, inspires donors, and draws the attention of stakeholders, including media.
- Operational Excellence: Will have established a library resource for all staff to draw from. Have demonstrated comfort with data to inform strategic donor communications. Have rationalized vendor relationships.
- Revenue Impact: Will have elevated the donor communications and the direct mail strategy to demonstrate growth in funds raised and a strong ROI.

REQUIRED QUALIFICATIONS

- Bachelor's degree
- Over 10-years' experience in strategic marketing role, ideally in complex organizations in the corporate or not for profit sectors
- Experience managing and developing a team
- Exceptional communicator
- Demonstrated organizational skills and attention to detail
- High comfort working with CRM/database management team
- Past experience working closely with executives, boards, and volunteers
- Demonstrated experience designing and executing complex and polished events
- Commitment to excellence and professional development



PERSONAL SKILLS

- Exceptional relationship builder across diverse audiences
- Sharp strategic skills, with the ability to create compelling and clear strategy and priorities
- Strong communication skills across all channels including print, digital, and in person
- Strong creative expression of themes and content for all channels: print, digital, and events
- Impressive project management and organizational skills, and is detail-oriented
- Critical thinker who provides solutions working solo or with cross-functional teams
- Creativity, curiosity, sense of humor, high energy level, and an enthusiasm for collaborating with a wide range of individuals
- Sophisticated, savvy, energetic, bold, visionary, storyteller, and team player who will roll up their sleeves to get the job done
- Comfortable with high-net wealth individuals
- Passionate about people facing blindness having equitable access for education, support, and a future bright with opportunities

KEY WORKING RELATIONSHIPS

- Internal: Senior Leadership Team, Development and Major Gifts teams, Research and Education, Finance and Operations including donor database
- External: Board members, volunteers, agencies, vendors

WHY JOIN FIGHTING BLINDNESS CANADA?

Be a key member of a highly ambitious and results driven organization, focusing on investing in leading edge vision loss research and the education and support of Canadians living with and facing vision loss.

COMMITMENT TO EQUITY AND DIVERSITY

Fighting Blindness Canada invites applications from all qualified individuals. The organization is committed to employment equity and diversity in the workplace and welcomes applications from visible minorities, Indigenous people, persons with disabilities, and persons of any sexual orientation or gender identity. Upon request, accommodation will be provided through all stages of the recruitment process. Please submit your request for accommodation with your application.

TO APPLY

- Please send a cover letter and resume to: jjones@fightingblindness.ca by September 18, 2023
- In the subject line, please include DIRECTOR MARKETING AND COMMUNICATIONS – Your Name
- Only qualified candidates will be contacted, no phone calls please.

Thank you for your interest in Fighting Blindness Canada!