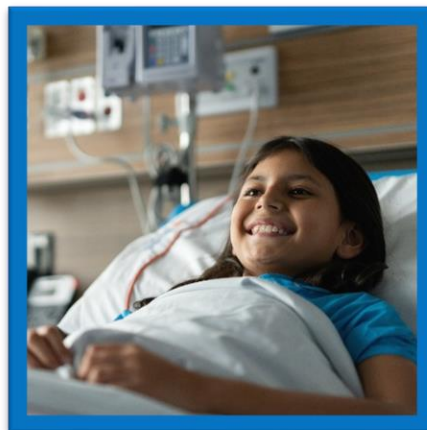


CANADA'S CHILDREN'S HOSPITAL FOUNDATIONS



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APPLICATION PROCESS & DEADLINE

KCI Search + Talent has been retained to conduct this search on behalf of Canada's Children's Hospital Foundations. For more information about this exciting opportunity, contact Jill Anderson, KCI Search + Talent by email at: CCHF-Manager@kcitalent.com

All inquiries and applications will be held in strict confidence. To apply, please send a resume and letter of interest to the email address listed above by **February 14, 2024**.

The salary range for this position is \$80,000 to 90,000 and includes a competitive suite of benefits.

Canada's Children's Hospital Foundations (CCHF) is committed to fostering an inclusive, accessible environment, where all employees, stakeholders, and the people we serve feel valued, respected, and supported. We are dedicated to building a workforce that reflects the diversity of our stakeholders and communities in which we live and serve. We are also committed to our mission *to do what's right for kids, so they live their healthiest, happiest, and most fulfilling lives possible.*

CANADA'S CHILDREN'S HOSPITAL FOUNDATIONS

Manager, Partnership Marketing and Storytelling

THE OPPORTUNITY

The new Manager, Partnership Marketing and Storytelling will join Canada's Children's Hospital Foundations (CCHF) at an exciting time of growth and will be a member of a highly collaborative team supporting 13 children's hospitals across Canada focused on improving healthcare for children.

The Manager will develop and execute Partner fundraising campaigns, managing the design, development, and deployment of in-store campaigns. As a strategic and creative thinker and skilled tactician, the Manager will have a strong ability to synthesize complex messaging into a compelling story and will oversee the creation of assets for a variety of audiences; developing tools that bring the cause to life and inspire action.

The Manager will bring a broad marketing background and specific experience with social media strategy and analysis in order to successfully plan social media calendars that highlight partner campaigns and lead the creation of engaging content for all channels.

Reporting to the Director, Marketing and Communications, the Manager will leverage their strong relationship-building skills by working closely with Partners and Hospital Member Foundations across the country to demonstrate impact.

ABOUT CANADA'S CHILDREN'S HOSPITAL FOUNDATIONS

We are inspired by our vision if we change the health of children, we will change the health of Canada. We're on a journey to raise philanthropic support for paediatric hospitals in Canada so they can provide critical care and services that accelerate recoveries, shorten hospital stays and get kids back to living the childhoods they deserve.

Canada's Children's Hospital Foundations (CCHF), established in 2017, is a not-for-profit organization that exclusively raises funds through national partnerships in support of children's hospital foundations in Canada.





Together, our 13 Member Foundations are the largest non-government funders of children’s health in Canada. Additionally, CCHF raises more than \$50 million annually through national Corporate Partnerships, donors, and other initiatives across the country. All funds raised nationally, are disbursed back to the children’s hospital foundations serving the local area where they were raised.

Headquartered in Toronto, CCHF has a Board of Directors, an Audit & Finance

Committee, and a Governance & Nomination Committee – all representing the various regions of Canada. CCHF has a staff of approximately 25 employees, with significant additional staff resources dedicated by the Member children’s hospital foundations across the country. CCHF has an annual operating budget of over \$5 million, comprised of membership fees paid by the Children’s Hospital Foundations and supplemented by corporate sponsorship and underwriting of CCHF awareness and fundraising properties.

We know that developing larger, more strategic partnerships is key to significantly expanding fundraising for and impact on children's health in Canada. We’re changing the health of children, so we can change the health of Canada.

THE IMPACT WE FUND



Revolutionizing treatment and care through research

We’re supporting ground-breaking research to uncover new cures and gentler treatments in promising areas like cancer, diabetes, clinical genetics and precision medicine.



Right care, right place, right time

We’re helping hospitals provide child-centred care while also empowering families to identify children’s health risks and enabling early interventions for mental health issues.



Creating healing environments

We’re creating family-centred programs and healing environments to help children and families feel more supported, especially when home is a hospital bed.

CCHF HOSPITAL PARTNERS WHERE IMPACT IS DELIVERED

CCHF's founding members are Canada's 13 Children's Hospital Foundations:

- Janeway Children's Hospital Foundation, St. John's, NL
- IWK Foundation, Halifax, NS
- CHU Sainte-Justine Foundation, Montreal, QC
- The Montreal Children's Hospital Foundation, Montreal, QC
- CHEO Foundation, Ottawa, ON
- SickKids Foundation, Toronto, ON
- McMaster Children's Hospital Foundation, Hamilton, ON
- Children's Health Foundation, London, ON
- The Children's Hospital Foundation of Manitoba, Winnipeg, MB
- Jim Pattison Children's Hospital Foundation, Saskatoon, SK
- Stollery Children's Hospital Foundation, Edmonton, AB
- Alberta Children's Hospital Foundation, Calgary, AB
- BC Children's Hospital Foundation, Vancouver, BC



OUR STRATEGIC CORPORATE PARTNERS

CCHF works with some of the largest companies in Canada. Many have been proud supporters of children's hospital foundations in Canada for close to 40 years, through the Children's Miracle Network (CMN). The CMN success model was largely through employee engagement in retail settings.

In 2017, CCHF was created as a new not-for-profit organization which assumed the responsibility for CMN campaigns in Canada, while developing other new national opportunities that differ from the CMN model. It was at that time that CCHF also began shifting its focus to larger, more strategic partnerships while working closely with our large retail partners to evolve with the quickly changing retail landscape.

Each of our Corporate Partners is highly engaged in the cause and is aligned to the strategic plan. Many of these companies are now operating with an Environmental Social Governance (ESG) framework as the next generation of corporate citizenship and see their partnership with CCHF and the Children's Hospital Foundations as core to their business, engaging their employees, building trust, and driving social value.

Below is a list of our partners in order of numerical size with the largest partner giving and/or raising over \$16 million annually, with most of our strategic partners donating and/or raising more than \$500K each.



ABOUT CHILDREN'S MIRACLE NETWORK



Children's Miracle Network (CMN) raises funds and awareness for 170 member hospitals across North America, 13 of which are in Canada. All contributions raised by companies and their employees in communities across Canada go back to each member foundation to fund critical treatments and healthcare services, pediatric medical equipment, and research. Its various fundraising partners and programs support the non-profits' mission to do what is right for kids so they will have the healthiest most fulfilling childhood possible.

Each day, over 4,900 children will receive medical treatment for various diseases, sicknesses, and injuries at member hospitals across Canada. These children's hospitals depend on financial support so that critical priorities, vital programs, equipment, and research devoted to children's health continue to thrive.

ADDITIONAL INFORMATION

- [CCHF – Canada's Children's Hospital Foundations](#)
- [Children's Miracle Network – Canada](#)
- [Children's Miracle Network Hospitals - USA](#)
- [Canadian Association of Paediatric Health Centres](#)



KEY RESPONSIBILITIES OF THE ROLE

The Manager, Partner Marketing and Storytelling is an important member of Canada's Children's Hospital Foundations (CCHF) team. This individual plays a critical role in ensuring the organization achieves its plans for growth in alignment with its Mission, Vision, and Values, and raising funds to support children's hospital foundations across Canada.

The incumbent will execute the Marketing & Communications strategy by developing and deploying all 360-degree partner campaigns, including Point of Sale (POS), social, and digital assets, to drive consumer awareness and fundraising in-store. They will also facilitate bringing the cause of children's hospitals to life in various formats for various audiences, including video, printouts, social, etc. This is a highly relational role necessitating cultivation and collaboration cross-functionally and network-wide, liaising with our Corporate Partners, Member Hospital Foundations, and Agencies.

Every member of the CCHF team contributes to our success in raising funds and does so collaboratively with other members of the CCHF team and Member Hospital Foundations. Given our unique model with numerous diverse stakeholders, the successful candidate must be comfortable operating in a fast-paced, deadline-driven environment, and be able to work both independently and collaboratively within a small, interdependent team. This individual will also provide direction and guidance to assigned direct report(s).



Accountability #1 Development and Execution of Partner Fundraising Campaigns

- Establish strong relationships with Partners by understanding their goals and providing recommendations on innovative marketing strategies and tactics to increase fundraising, campaign exposure and revenue, in collaboration with the Corporate Partnership team.
- Manage the design, development and deployment of in-store fundraising campaigns that serve and align with the needs of our Member Foundations and Corporate Partners.
- Oversee the creative agency and direct report(s) on these deliverables.
- Manage assigned projects to ensure key milestones and deliverables are met within project timelines, budget, and quality standards.
- Manage and secure the approval of all CCHF and CMN-branded partner materials, assets, and external collateral, including but not limited to copy, CCHF, Member Foundation, CMN and Partner logos, Patient Ambassador information, as well as maintaining and enforcing brand standards.
- Create processes and tools to support the amplification of social media campaigns by the Member Foundation network.
- Conduct quarterly store visits and attend partner events to monitor campaigns and identify opportunities to optimize assets.

Accountability #2 Development and Execution of Cause Storytelling Across Various Partner Channels

- Create various partner assets that feature the partner's impact on the children's hospital cause and tell a compelling story to specific audiences.

- Manage agency partners to design and develop tools that deliver on partner needs and bring the children's hospital cause to life, including digital assets, videos, guidebooks, infographics, partner website pages, PDFs, etc.
- Plan annual and quarterly social media calendars that highlight partner campaigns and stewardship, Member Foundation priorities, impact, and drive engagement.
- Lead the development and creation of engaging content for social channels. This content will be leveraged for campaign amplification, partner employee engagement and education, business development and stewardship. Content can include static posts as well as compelling campaign/Patient Ambassador videos that break through. This work is completed in collaboration with the Marketing & Communications team and Agency.

Accountability #3 Organizational Projects and Support

- Provide the Director, Marketing and Communications with needed inputs such as partner goals and plans, costs, etc. to support strategic planning, resourcing, and budget conversations for all Marketing activities.
- Collaborate in the creation of materials and presentations to support Member Hospital Foundation Marketing Managers and Corporate Partners meetings.
- Support CCHF and Partner events by developing collateral, event solutions and materials.
- Collaborate with Corporate Partnerships and Stakeholder Engagement teams on stewardship initiatives. Marketing deliverables may include videos, print collateral, social posts, etc.

Accountability #4 Monitoring and Key Performance Indicators

- Support the reporting requirements and monitoring cycle for the Marketing team's targets and growth through analysis of campaign results, social media metrics, and contribution to overall campaign feedback.
- Monitor, evaluate, and report on applicable industry activities; make recommendations based on insights and opportunities.

Accountability #5 Team Leadership and Progress Monitoring and Management

- Provide leadership, guidance and coaching to direct report(s), and identify and provide development and growth opportunities. Monitor and provide performance feedback, informally and formally.
- Manage various agencies and freelancers to ensure project deliverables are completed on time and meet CCHF standards.
- The Manager will serve as a leader within CCHF and work to create a positive culture throughout the organization.

QUALIFICATIONS & COMPETENCIES

Education & Experience

- Post Secondary Degree or Diploma, with a focus on Marketing or Business
- Minimum 5 years of experience in marketing; agency or client-side preferred
- Demonstrated progressive work experience in marketing, brand, and communications, within an agency, retail, CPG or not-for-profit environment
- Experience in managing multiple third-party agencies and strategic partner relationships
- Proven experience with brand development, research and strategy
- Experience in social and digital marketing, engagement best practices, analysis, and developing content for various audiences
- Experience managing and working with agency partners to develop compelling video content

- A strong interest in the mission of CCHF, with previous experience working or volunteering in the not-for-profit section preferred
- Experience in a health or non-profit fundraising setting is an asset

Knowledge and Skills

- Expertise in the retail, consumer packaged goods, and/or franchise environment
- Proven strong relationship-building abilities and collaborative approach
- Demonstrated ability to work independently to produce high-quality work products, and manage multiple stakeholders and strategic projects
- Exceptional communication skills, both written and oral
- Professional, well-organized, and strong attention to detail
- Highly motivated, and results-oriented, able to complete tasks efficiently and on time in a fast-paced environment with the ability to prioritize
- Bilingualism in English and French is an asset
- Committed to excellence, continuous improvement and growth
- Software Skills Desired – Canva, Hootsuite, Adobe Photoshop
- Working knowledge of Microsoft Office including Excel and PowerPoint

Working Conditions

- Hybrid – a combination of office (located in downtown Toronto) and work-from-home environments
- Occasional evening and weekend work is necessary
- Ability to travel within Canada and USA

Additional Information

The above statements are intended to describe the general nature and level of work to be performed by the individual in this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required for the position. Employees may have other duties assigned at any time.



CCHF BOARD OF DIRECTORS

Lisa Hudson, Chair	Community Leader & Philanthropist, Former Chair of BC Children's Hospital Foundation
Scott Fortnum, Vice-Chair	President & CEO, Children's Health Foundation
Dipesh Parmar, Treasurer	PwC Partner, PricewaterhouseCoopers LLP
Ted Garrard, Board Emeritus	West Shore Consulting, Inc.
Jennifer Gillivan, Past Chair	President & CEO, IWK Health Centre Foundation
Brynn Boback-Lane, Director	President & CEO, Jim Pattison Children's Hospital Foundation
Diane Brisebois, Director	President & CEO, Retail Council of Canada
Dr. Aimee Daily, Ex-Officio Director	President & CEO, Children's Miracle Network Hospitals
Lisa Hames, Director	Philanthropist, Sobey Foundation
Michael (Mike) Lam, Director	Consultant
Renée Vézina, Director	President, The Montreal Children's Hospital Foundation

BIOGRAPHIES

Adam Starkman – President & CEO



Adam is a passionate advocate for children's health, having spent more than 18 years at SickKids Foundation, most recently as Vice President, Corporate Partnerships. Adam joined Canada's Children's Hospital Foundations in May 2023 and is excited to continue this work on a national level in partnership with the 13 children's hospital foundations that form CCHF.

Adam is not new to CCHF, having been integrally involved over the years, including stepping in on an interim basis during 2016-2017 to help design the organizational structure, create the governance model, and establish the operational framework that enables CCHF to be a powerful strategic fundraising partner for children's hospital foundations across Canada.

His demonstrated leadership, strong relationships with our Member Foundations, dedication to fostering a team approach, and a relentless strategic focus are critical to helping CCHF achieve even greater success – and most importantly helps continue to drive incredible impacts in research, treatment and care at Canada's children's hospitals.

He is a strategic leader who believes that innovation is the engine that drives our success. He combines his experience in Corporate Partnerships with his education in Design Thinking to examine and evaluate the status quo, look for different or better ways of achieving results, and think creatively about challenges and opportunities. Adam has developed and used tools, resources and methods that allow teams to think creatively together to bring forward innovative solutions to benefit the organization.

Adam acts in a way that creates a positive culture and empowers those around him to achieve increasingly high standards. He can be counted on to deliver what and when he says he will and has built high-performing teams that live our aspirational culture and deliver on our shared goals.

Melissa Greer – Director, Marketing and Communications



Melissa is an innovative senior marketing professional with a rich and diverse background spanning over 15 years. Melissa has worked with various not-for-profit organizations focused on the health and well-being of children and has successfully managed top-tier global brands like Oreo, Triscuit, and Cadbury Dairy Milk.

As the Director of Marketing & Communications at Canada's Children's Hospital Foundations, Melissa has successfully led the development and execution of national marketing campaigns in partnership with our Member Foundations across Canada and our Corporate Partners. She is well-versed in strategic marketing and team leadership, consistently delivering results through a combination of vision, experience, and effective execution.