



**GEORGE HULL CENTRE
FOR CHILDREN & FAMILIES**

Chief Development & Marketing Officer



CONNECTING GREAT HUMANS IS OUR CAPITAL

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Position Overview

Organization:	George Hull Centre Foundation
Title:	Chief Development & Marketing Officer (CDMO)
Reports to:	Executive Director, George Hull Centre for Children and Families
Location:	81 The East Mall, Third Floor, Toronto (parking provided and/or easy access to transit; three days required in the office per week)
Team:	To be hired: current thinking is a Director of Fundraising, Marketing Manager and Development Officer

External

Relationships:	George Hull Centre Board of Directors and Foundation Trustees/Donors/External Agencies
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Is This You?

With hands on experience with both fundraising and marketing you possess intellectual curiosity and apply innovative and creative thinking in developing and implementing fundraising and marketing strategies that deliver investment in your organization. You are described as an entrepreneurial self-starter with exceptional relationship skills.

As a unique blend of fundraiser and marketer with a business mindset, you understand that a strong brand is essential for driving fundraising success. You have experience developing brand strategies aimed at increasing visibility and revenue in a competitive fundraising landscape. You consider yourself an accomplished fundraising generalist, with a solid track record in six figure major gifts, ideally within a campaign environment, and use a donor-centric approach. You enjoy analyzing data and understanding the history of an organization's donor pool to inform future strategies. With a growth mindset, you constantly seek ways to improve. Building strong relationships and providing meaningful stewardship are at the heart of your fundraising ethos.

You have excellent writing skills, executive-level presence, and strong emotional intelligence, paired with a reputation for integrity. As a natural collaborator and relationship builder, you are trusted by colleagues, leadership, and senior volunteers because you follow through on your commitments and are dedicated to increasing fundraising revenue. Your energy and passion attract followers—people want to work with you and be a part of your vision because you are



respectful, attentive, and driven to get things done while having fun along the way. You are highly organized, possess excellent project management skills and are very comfortable managing agency and vendor relationships.

You would be motivated to work alongside the exceptional leadership team who are passionate about Children's Mental Health.

If this sounds like you, please read on.

The Organization

Watch Overview

Changing the trajectory of children's mental health

The George Hull Centre for Children & Families (GHC) is a leading children's mental health center in Toronto, helping infants, children, youth (ages 0-18), and their families achieve mental wellness. They offer a continuum of innovative and evidence-informed mental health services, ranging from prevention and early intervention programs to treatment services, including a community clinic, residential and in-home programs, and specialized day treatment classrooms.

With a commitment to clinical excellence across assessment, treatment, prevention, and education, their multidisciplinary team provides support to children impacted by mental health issues in complex ways. They are proud to be a Teaching Centre for the University of Toronto and a non-profit organization governed by a volunteer Board of Directors.

Who was George Hull?

The George Hull Centre honors a former principal and teacher renowned for focusing on children's strengths to bring out the best in them. This compassionate approach remains central to their work and culture.

Vision

Mental wellness from infancy through to adulthood.



Mission Statement

Through clinical excellence and a continuum of mental health services, The George Hull Centre's mission is to reduce suffering, provide hope and enhance the quality of life of infants, children, youth and families.

Philosophy

The George Hull Centre regards each child as an individual, a member of a family and a member of the community. The Centre works in partnership with families and children, with other community services and with community groups to improve the mental health of the children and youth of Toronto.

The Centre works to develop an accessible, flexible and responsive continuum of service delivery for the community, and to provide specialized services for the Greater Toronto Area.

A commitment to gender equality, cultural sensitivity and accessible economic opportunities provides an organizing framework to the philosophy of the Centre. The Centre considers imbalances of power as they exist in the culture and as they affect the lives of children, and advocates accordingly on behalf of marginalized groups.



The Position

Reporting to the Executive Director and the Foundation's Board of Trustees, the Chief Development & Marketing Officer (CDMO) leads the George Hull Centre Foundation's fundraising efforts. In close collaboration with the Executive Director and the senior management team, the CDMO also oversees all marketing initiatives. This role is pivotal as the organization is poised for growth in fundraising revenues, market positioning, and reach.

The CDMO is responsible for cultivating a culture of philanthropy, providing leadership and strategic vision, and implementing fundraising and marketing activities necessary for the organization to fulfill its mission and to deliver on its ambitious new strategic plan. They will communicate regularly with other departments and actively participate in the strategic direction of the organization, emphasizing funding priorities and major gift initiatives.

Key Responsibilities:

Leadership

- Embed a culture of philanthropy within the organization by illustrating its impact on advancing GHC's mission
- Provide strategic direction on marketing and fundraising needs/goals to the senior management team
- Build and lead the Development and Marketing team, including the outsourced marketing agency
- Inspire and support team members in achieving their annual revenue targets
- Ensure best practices, transparency, and accountability, including maintaining a reserve fund
- Represent GHC's mission and values in all activities

Strategic Development

- Develop a three-year Fund Development Plan aligned with the Centre's new Strategic Visioning including soft launch of a major fundraising campaign in Year 3
- Update the Foundation's "Fundraising Blueprint" to reflect the Fund Development Plan



Fundraising

- Achieve fundraising revenue targets (currently \$2M annually excluding government funding; growth is expected)
- Identify, cultivate, solicit, and steward major gift donors (\$25,000 to \$500,000+)
- Collaborate with multiple departments to collect information for donor reporting e.g. work with research and evaluation department to provide data needed and be able to speak with donors about what is realistic in capture and deliver in their reports
- Foster strong relationships through high levels of personal contact, engaging the Executive Director and senior management as needed
- Collaborate with staff on Centre-wide initiatives
- Develop and manage a prospect management system to ensure successful donor stewardship
- Build the pipeline in preparation for a major fundraising campaign
- Prepare compelling major gift communications materials
- Implement major gift recognition and stewardship activities in line with the Centre's protocols

Marketing & Communications

- Implement strategic communication and marketing plans that align with program and fundraising goals
- Manage agency and vendor relationships effectively
- Oversee and participate in the content development and production of materials that highlight donor success stories to inspire donor engagement
- Act as a spokesperson alongside the Executive Director when appropriate

Additional Responsibilities:

- Provide research and gift reports to the Executive Director, Trustees, and Board Members
- Lead weekly team meetings to support development plan goals and identify new revenue opportunities



- Participate in Foundation Trustee meetings and where possible assist in identifying and recruiting new Foundation Trustee members who are selected based on their ability to identify and nurture donor relationships

Qualifications

- Passion for the mission, vision, and values of the George Hull Centre
- Highly entrepreneurial mindset
- 12-15 years of progressive and successful fundraising and leadership experience, including brand marketing
- Depth of understanding in research, cultivation, solicitation, and stewardship strategies
- Experience with campaign fundraising is an asset
- Strong leadership and mentoring skills
- Analytical and organized, with the ability to manage details while keeping sight of the big picture
- Excellent presentation and communication skills, with a persuasive writing style
- Strong interpersonal skills for effective collaboration with diverse stakeholders
- CFRE designation is an asset

Compensation Package

- Competitive salary (\$160,000 – \$200,000, commensurate with experience)
- Excellent benefit plan, generous vacation entitlements, and a Lifetime Retirement Pension (www.caatpension.ca/pensionsfortalent)
- Annual merit-based bonus plan
- Professional development opportunities
- Supportive, collegial work environment grounded in diversity, equity, and inclusion



Application Instructions

The George Hull Centre acknowledges that the land on which they work is the traditional territory of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples. It is now home to many diverse First Nations, Inuit, and Métis peoples.

As an equal opportunity employer, they are committed to inclusive, barrier-free recruitment and selection processes. We will accommodate applicants' needs under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA). Please inform us of any accessibility needs during the recruitment process; all information will be kept confidential.

If you're ready for an outstanding challenge with a dedicated leader for an important cause, please email your Cover Letter and CV to Cathy Preston at cathy@phcap.ca. Applications close on October 31st, 2024.

Thank you for your interest. Please note only candidates selected for the next stage will be contacted.

