Vice President Brand, Marketing & Communications

Position Profile

EXECUTIVE SUMMARY

Toronto Public Library (TPL) is the busiest urban public library system in the world. Every year, over 80% of Torontonians use its 100 branches and online services.

Toronto Public Library has the vital active ingredients to help Torontonians thrive in our city.

This goes beyond people and programs, services and resources. TPL uniquely serves the city and its residents by creating value through experiences that are:

Accessible: They are free and local, reaching and serving you where you live, and tailoring their services to your needs.
Inclusive: They are supportive and welcoming to all.
Expert: Their knowledgeable staff are trusted, credible and neutral, and can help you pursue any interest.
Flexible: Their services are personalized so you can use them where, when and how you like.

No other public institution has the mandate and reach, physical and technical infrastructure, talent and community presence to empower Torontonians the way they do.

The Toronto Public Library Foundation (TPLF) is a registered charity with the mission to raise funds in support of TPL's ground-breaking programs and services, and its innovative community spaces. Funds raised by the Foundation support life-changing programs, services and spaces at the library's 100 branches and beyond. Given the impressive scope of programs and services and the TPL's wide reach across communities in the GTA, the potential for donor impact is tremendous.

VISION & MISSION

The Toronto Public Library Foundation is a fundraising organization that enhances the Toronto Public Library's aspiration to be the world's leading library, making us all more resilient, more knowledgeable, more connected, and more successful.

They work to achieve this vision by focusing in three areas…

INNOVATE: we inspire donors to invest in early-stage initiatives with great potential to shape the library's impact in our city, neighbourhood-by-neighbourhood.

ACCELERATE: we galvanize donors to champion signature programs, services, and spaces that enhance TPL's leadership role in our city and the sector.

ADVOCATE: we promote the value of TPL and libraries locally, nationally, and internationally, demonstrating the lasting importance of libraries as cornerstones of community, civic life, and learning.

VALUES

TRANSFORMATION**:** We inspire belief in ambitious visions for the Library and our communities. We commit to making measurable and lasting improvements in the lives of Torontonians.

RELATIONSHIPS**:** We build enduring and meaningful relationships. We collaborate with donors, TPL staff, and the community to effect change.

INCLUSIVITY**:** We welcome new people and perspectives and aim to reflect the diversity of Toronto in our staff, Board, and donor community. We work towards equitable access to opportunity.

Since its inception in 1997, and Guided by the TPLF values of transformation, relationship and inclusivity, the Foundation has raised over $117 million for TPL.

Donating to Toronto Public Library Foundation is an investment in literacy, education, culture, and the vitality of a world-class city.

The Foundation was started 28 years ago when the city cut funding to the library. Two private citizens, Richard Boxer and Janet McKelvey, decided to do something about it. They established the Foundation to provide a vehicle for the private sector to serve as a resource for the library.

There is a fundamental truth that a strong and enduring correlation exists between an effective library system and the social and economic health and well-being of our communities. TPFL understands that relationship.

The Foundation is in the initial planning stages of a large-scale comprehensive fundraising campaign.

To learn more about the Toronto Public Library Foundation, visit tplfoundation.ca.

IS THIS YOU?

You are reading this Position Profile because it's entirely possible you could become the Vice President Brand, Marketing & Communications for the Foundation. Consideration for the role starts with your own – objective – personal analysis.

In other words, are you the right fit –you are a confident, humble and talented integrated marketing strategist who drives disruptive ideas that transform brands and builds long-term public engagement, commitment and revenue? Someone who builds a culture where it's OK to take risks!

You have proven you can work in partnership to craft, implement, and operationalize projects that drive revenue. You are a skilled, experienced, and inspiring builder and leader of teams that use marketing analytics and performance measurement, cutting-edge technologies, to generate increased marketing effectiveness and proven returns. And, you are aligned with the TPLF VALUES.

People would describe you as someone who is friendly with 'gravitas' and can tailor the messaging for the audience. You are connected to the marketing landscape both in the sector and outside. You know the players.

If this sounds like you and you are excited that your experience and passion could build a transformative movement of public enthusiasm and material commitment to Toronto Public Library, then please read on.

POSITION OVERVIEW

Organization:	Toronto Public Library Foundation
Reports to:	Chief Executive Officer
Title:	Vice President Brand, Marketing & Communications
Team:	Five in total, three direct reports (and growing)
Location:	Toronto Reference Library at Yonge & Bloor in downtown Toronto.
Hybrid Policy:	At present, TPLF employees are working a hybrid schedule with a minimum of two workdays (Tuesday & Thursday)/week.

Key Internal Relationships:

- TPLF Philanthropy & Operations
- TPL Senior Leadership

Key External Relationships:

- Agency (s), Vendor(s) and Consultants
- Select funding and community partners
- Maintaining strong community relationships as the marcom and community giving leader of the Foundation among external stakeholders and peer social organizations

Compensation:

$160,000 - $180,000 range, commensurate with skills and experience. This position is eligible for additional compensation in annual performance bonus plan ($24,000 - $27,000 annually) plus a comprehensive benefits package and matches, in part, contributions made to the defined-benefit pension. Further compensation details will be discussed with interested and qualified candidates.

THE ROLE

Reporting to the CEO the Vice President Brand, Marketing & Communications will lead the Toronto Public Library Foundation's communications, marketing, events, and public relations efforts with the support of a high-performance team. Alongside the leadership team they will work to define TPLF's brand's core identity, messaging, visual ID, and positioning, then translate these into actionable frameworks that inform all aspects of marketing and communications, ultimately strengthening stakeholder relationships and fundraising initiatives. They will ensure alignment between the TPL Foundation and the Library's brands, as well as marketing and communications strategies.

Our successful candidate will set and manage the multi-year strategy to reposition the brand within the philanthropic landscape, ensuring that the Toronto Public Library Foundation has increased reach, revenue, and impact. They will set goals and performance indicators aligned to the organizational strategy and effectively manage the team towards success.

They will oversee planning and manage execution of a public visibility campaign to reposition the TPLF brand, amplify reach, and accelerate the largest fundraising campaign in the organization's history.

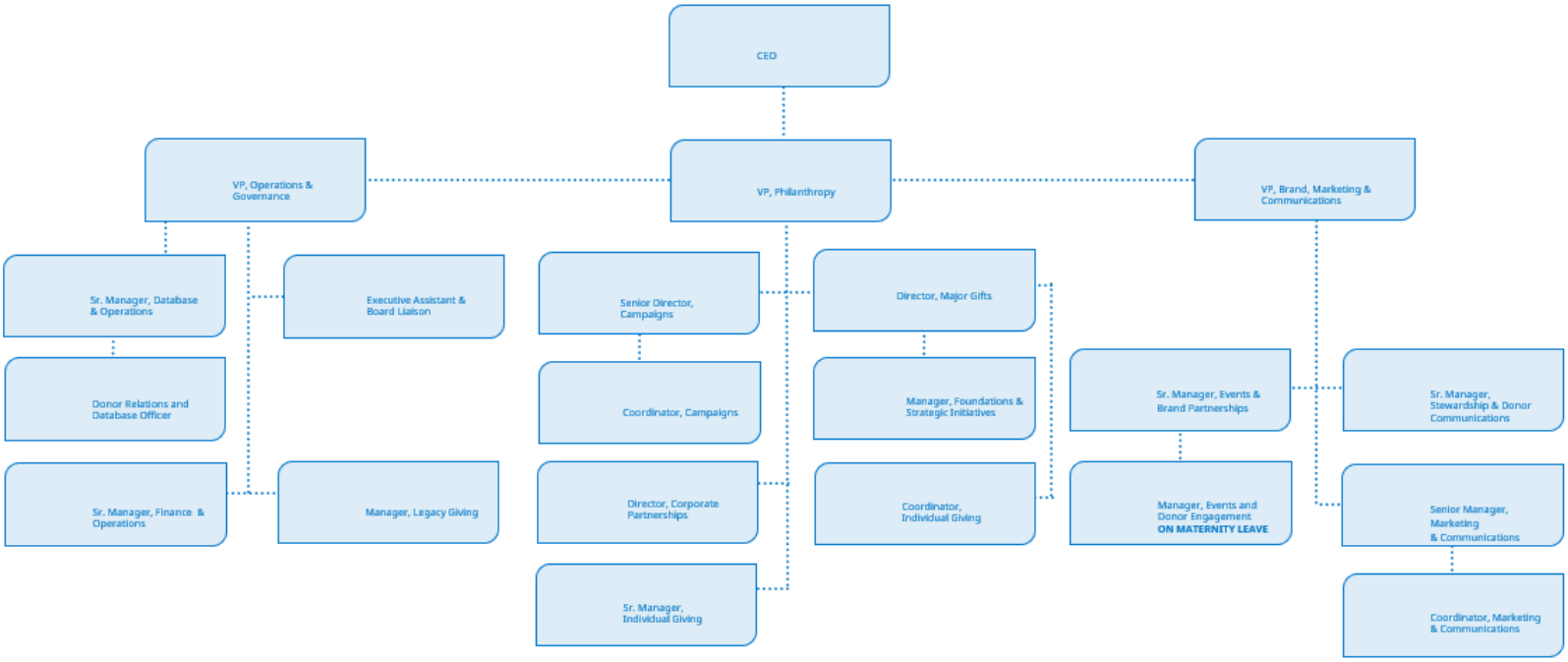
This executive role will serve on the organization's leadership team and will manage collaboration across functional areas to meet organizational outcomes.

The Vice President Brand, Marketing & Communications will build and manage a high-performance team of senior leaders, overseeing the following functions:

- Donor and Stakeholder Communications
- Marketing and Community Giving (Annual giving under $1,500)
- Events, including the signature gala, Biblio Bash
- Design (currently supported by an external agency)
- Strategy (currently supported by an external agency)

TPLF is a fast-paced environment requiring flexibility and time management skills. This position requires the occasional evening and weekend work for events with some travel for conferences or donor meetings. Our successful candidate must maintain flexibility as it relates to days/week required in the office.

CURRENT ORGANIZATION CHART



KEY RESPONSIBILITIES

Strategic Leadership and Brand Development

- Develop and manage execution of brand, marketing, and communications strategies aligned with the Foundation's mission, vision, and fundraising goals and complementary to the Library's marketing and communications strategy
- Oversee the Foundation's brand strategy, positioning, visual ID, and messaging, ensuring consistency and integration across all Foundation communications and touchpoints
- Serve as a member of the leadership team (three-person leadership team reporting to the CEO: VP Philanthropy, VP Operations & Governance and this role), contributing to organizational strategy and decision-making
- Work with the Board of Directors and any relevant committees to advance organizational strategy, particularly related to brand strategy, marketing, events, and communications
- Create and manage annual (fiscal: calendar year) marketing and communications budgets
- Establish goals in alignment with the organization's strategy, and annual key performance indicators and reporting systems to measure effectiveness

Team Management

- Lead, mentor, and develop a team of marketing, events, and donor communications professionals
- Foster a collaborative environment that encourages innovation and excellence within the team and across functional lines within the organization
- Establish clear goals, expectations, and accountability measures for team members
- Conduct regular performance evaluations and provide professional development opportunities
- Manage agency and vendor relationships as needed

Marketing & Community Giving

- Direct multi-channel marketing campaigns that raise awareness and drive engagement
- Oversee Community Giving revenue (~$1M today); leverage marketing tools to support Leadership, Planned, and Major Gifts
- Guide digital strategy, content development, and presence
- Ensure all marketing materials effectively communicate the Foundation's impact and value proposition
- Stay current with marketing trends and best practices in the nonprofit sector, especially including AI implementation

Donor & Stakeholder Communications

- Collaborate with the fundraising team to create compelling donor centric communications
- Oversee the development of fundraising proposals and stewardship communications
- Ensure consistent messaging across all donor touchpoints
- Develop strategic communications for major campaigns and fundraising initiatives
- Manage internal communications and communications with other stakeholders
- Manage public relations, crisis communications, and sensitive messaging

Events Strategy

- Collaborate with the fundraising team to create compelling donor cultivation and recognition events that amplify our organization's fundraising and engagement strategy
- Oversee all aspects of event experience and strategy, especially including our annual signature gala (Biblio Bash)
- Ensure events advance the Foundation's brand, fundraising, and relationship-building objectives
- Oversee metrics and evaluation of event effectiveness

THE IDEAL CANDIDATE

Experience

- 10+ years of progressive experience in marketing and communications, with at least 5 years in senior leadership roles
- Proven track record developing and implementing successful marketing and communications strategies
- Experience leading and recruiting high-performance teams and managing cross-functional projects
- Demonstrated history of successfully managing external vendors and partnerships to strong outcomes
- Nonprofit experience strongly preferred and familiarity with fundraising tools e.g. Raiser's Edge/Luminate
- Fundraising campaign (capital and/or program) experience strongly preferred

Knowledge & Skills

- Expert knowledge of marketing principles, brand management, and communications strategy especially as it relates to raising revenue
- Strong understanding of fundraising communications and donor relations
- Experience with digital marketing, social media, and content strategy
- Experience integrating AI into marketing and communications strategies
- Excellent written and verbal communication skills including PR and crisis communication experience
- Demonstrated ability to think strategically and implement tactically
- Financial acumen to manage budgets and resource allocation
- Proficiency with marketing analytics and performance measurement
- Excellent interpersonal skills and relationship-building abilities

Leadership Qualities

- Ownership mentality: you contribute to, and take responsibility for, the holistic success of an organization and I 'trust' you to do that
- Strategic thinking, including the ability to integrate marketing, communications, event, and design execution to brand strategy, identity, and positioning
- Bring a partnership mentality especially with the library and an attitude of *'1+1=3'*)
- Ability to inspire and motivate teams toward shared goals, and a commitment to distributed leadership
- Ability to effectively communicate and collaborate with board members, other senior stakeholders and most importantly team. Someone who gives clarity in direction.
- Adaptability and comfort with change
- Passion for the Library and for the Foundation's mission

WHY APPLY?

- You want to use your marketing and communications superpowers to make our city more resilient, innovative, and connected
- You are excited by the opportunity to build and manage a team of diverse, impact-driven professionals
- You think holistically about strategy and success and want to collaborate with other senior executives to help lead an organization
- You want to be part of an organization that is dramatically growing in scale and impact
- You love the library!

APPLICATION INSTRUCTIONS

Preston Human Capital Group has been retained on behalf of the Toronto Public Library Foundation to conduct this search.

This opportunity will appeal to an accomplished strategy first, marketing and communications leader from the not for profit/charitable sector. Someone with sophisticated relationship skills, experience leading and attracting a high-performing team.

If you are looking for an outstanding challenge, working with a great team for a very important, focused, and successful organization that is bold and ambitious, then please submit your CV, a covering letter explaining why you are a serious candidate, to:

Preston Human Capital Group via email: cathy@phcap.ca by no later than Friday, August 22, 2025 at 5pm ET. Please note all inquiries and applications will be held in strict confidence and please note - only qualified respondents will be contacted.

COMMITMENT TO EQUITY AND DIVERSITY

Toronto Public Library Foundation hires based on merit and is strongly committed to equality and diversity within its community and to providing a welcoming and inclusive workplace. TPLF welcomes applications from Indigenous persons, visible minority group members, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

As an equal opportunity employer TPLF will accommodate needs under the Ontario Human Rights Code. Upon individual request, hiring processes will be modified to remove barriers to accommodate those with disabilities. Should any applicant require accommodation through the application, interview, or selection processes, please notify us so that we may provide appropriate assistance.

Toronto Public Library is situated on land covered by the Dish with One Spoon treaty and the traditional territories of the Haudenosaunee Confederacy, the Wendat, Anishnaabe Nations, and the Mississaugas of the Credit First Nation. TPL gratefully acknowledges these Indigenous nations for their guardianship of this land.