



Mackenzie  
Health  
Foundation

**POSITION PROFILE**

**Vice President, Marketing &  
Communications**

**Mackenzie Health Foundation**

**PHC**  
PRESTON HUMAN CAPITAL GROUP



## Position Overview



<b>Organization:</b>	Mackenzie Health Foundation
<b>Title:</b>	Vice President, Marketing & Communications
<b>Reports To:</b>	President & CEO
<b>Team:</b>	Three
<b>Location:</b>	Currently 2x a week in office. When in office: 955 Major Mackenzie Drive West, Vaughan, Ontario (Note: office will be moving within a 10-minute drive from current location in 2026.)
<b>Compensation:</b>	\$150,000 - \$199,500 plus HOOPP, and a comprehensive vacation and benefits plan. Salary will be determined commensurate with experience.

## Is This You?



You are a high-performing marketing and communications leader who delivers with excellence. You have successfully driven transformative branding initiatives and owned the end-to-end marketing and communications strategy. You write with precision and persuasive power, consistently converting audience attention into philanthropic support. You understand the distinct dynamics of hospital foundation communications and translate a clear, disciplined brand voice into measurable funding outcomes.

You thrive in fast-paced environments and view urgency as a strategic advantage. You rapidly assess priorities, mobilize teams, and execute tight timelines without compromising quality. You weave marketing and communications strategies to amplify impact and strengthen relationships between the hospital, the foundation, and donors.

You are fiercely committed to excellence and lifting organizational performance. You navigate complex environments and quickly elevate systems, standards, and team

capabilities. Your communication style is direct, trustworthy, and collaborative—earning peer confidence through consistent delivery and accountable leadership.

You are inclusive and approachable, actively engaging cross-functional partners with curiosity and a partnership mindset, and you measure your success by how well you enable others to succeed. You would be energized to lead marketing and communications for a vital community hospital foundation.

If this sounds like you, read on.

## **The Organization**



Mackenzie Health Foundation has experienced remarkable success with the historic completion of the \$250M The Ultimate Suits You Campaign. Today, Mackenzie Health Foundation continues to ride the momentum of success generated by the campaign while also retooling in response to post-campaign priority shifts. With the recent arrival of their President & CEO, Nicole McCahon (2023), Mackenzie Health Foundation is set up for continued growth and transformation.

Mackenzie Health Foundation plays a crucial role in raising essential funds to support Mackenzie Health's two hospitals: Mackenzie Richmond Hill Hospital and Cortellucci Vaughan Hospital. Both hospitals feature full-service emergency departments, as well as a range core services and specialized services to ensure the community receives the necessary care.

Cortellucci Vaughan Hospital offers programs for Woman and Child, Inpatient Mental Health Care and Inpatient Integrated Stroke care. Additionally, Mackenzie Richmond Hill Hospital provides a wide range of outpatient clinics, chronic kidney disease care, complex continuing care and rehabilitation services.

Mackenzie Health has experienced unprecedented demand for patient care in recent years. Just one year after Cortellucci Vaughan Hospital opened its doors, patient volumes surpassed projections – three years ahead of schedule. York Region is one of the fastest growing and most diverse communities in Canada, with more than 550,000 residents. Mackenzie Health is responding to the increasing needs by expanding operations, renovating Mackenzie Richmond Hill Hospital and partnering with York University on a medical school. At the same time, plans are concurrently underway for updates at Cortellucci Vaughan Hospital as its equipment reaches the typical 5–7-year lifecycle.

Mackenzie Health is preparing for significant funding needs over the next decade, and the Foundation will need to increase its financial support beyond its current revenues.

Having an approved Strategic Plan for 2025 – 2029, the Foundation continues to focus on four key areas, which are: Elevate their culture of philanthropy, build capacity, maximize fundraising and boldly tell their story.

Their purpose statement is to be a leader in health care philanthropy to inspire community support of patient care excellence at Mackenzie Health.

## The Position



Reporting to and working closely with the Foundation's President & CEO, the Vice President, Marketing and Communications will serve as a key member of the Foundation Leadership Team and oversee a team of three.

The Vice President's overall mandate is to enhance the brand and communications of the Foundation. The Vice President will foster an inspirational and engaged culture, that fuels revenue generation and demands data-driven analytics and decision-making.

As a key liaison with the hospital marketing and communications team, the Vice President will develop the strategy for, and oversee the execution of, all marketing, communications activity on behalf of the Foundation. The Marketing and Communications portfolio oversees all brand and content development, including fundraising communications (donor impact reports, proposal writing, annual report, patient stories, etc.), social media (shared with the hospital), signature event support and or collateral development, and digital marketing.

Working closely with the Chief Development Officer, the Vice President will ensure that all fundraising communications align with Foundation brand standards and storytelling strategy, while supporting the autonomy of fundraising leaders to develop and tailor donor-facing materials. Marketing and Communications serves as a strategic partner, providing expertise, creative execution, and brand guidance to ensure materials are consistent, compelling, accurate, and produced efficiently through collaborative planning and review processes. Our successful candidate will have expertise in integrated brand strategy development and implementation, campaign planning and execution, omni-channel marketing, and managing corporate communications, particularly with an emphasis on compelling storytelling.

This opportunity will attract an accomplished and approachable marketing executive who possesses excellent written and verbal communication skills and who will bring

both strategic insight and creative ideas to the Foundation, along with excellent relationship-building skills and a proven track record of successfully leading and inspiring a broad functional team.

Our ideal candidate will display rigorous business acumen that can inform fresh and perhaps unconventional approaches – someone grounded yet curious, a humble leader who listens and has big ideas that get executed successfully.

## **Key Accountabilities**



### **Marketing and Communications**

- Lead the development and implementation of Foundation-wide marketing and communication strategy
- Assess and develop the Foundation's distinct voice and brand guidelines to complement and align with the existing hospital brand.
- Oversee the development and execution of effective brand and communication strategies using a variety of modalities to reach the Foundation's key market audiences to achieve fundraising strategic objectives
- Provide expert communications advice to the Foundation Leadership Team about internal and external issues that may impact the Foundation's profile and reputation, and fundraising success
- Work with the President & CEO to develop their social presence
- Develop compelling key messages, materials, and content
- Ensure the values and strategies of the Hospital and Foundation are reflected in all communication plans and collateral, and communication engagement strategies
- Ensure an ongoing, proactive external media engagement strategy that supports the Foundation's achievement of its goals, increases the affinity to the hospital and bolsters its public reputation
- Develop and implement an extensive, integrated digital marketing strategy that leverages all digital channels to drive fundraising success and increase awareness of the Mackenzie Health Foundation brand
- Oversee donor and community experience through various earned and paid communication channels; ensure enhancement of donor and community experience through exceptional storytelling and relevant, timely and accessible content
- Manage, develop, and maintain the Foundation's brand and architecture, ensuring quality and consistency across the organization
- Promote and ensure alignment with Hospital brand and communication positioning, working in partnership with hospital colleagues to ensure ongoing alignment

- Prepare annual and multi-year plans and budgets and manage the updating of forecasts and variances

### **Philanthropic Communications**

- In partnership with the Chief Development Officer, develop integrated marketing and communications strategies that advance major gift priorities and campaign objectives, with a focus on engaging high-net-worth donors and deepening relationships with current supporters.
- Re-envision and lead the re-launch of the Foundation's printed newsletter as part of an integrated marketing and fundraising communications strategy designed to strengthen donor relationships and drive engagement.
- Collaborate with Foundation and Hospital leadership for the development and implementation of marketing plans to support key fundraising areas
- Collaborate with the Chief Development Officer and philanthropy team to ensure donor proposals, stewardship reports, and related fundraising materials are compelling, consistent, and aligned with the Foundation's brand and messaging.
- Provide strategic and creative direction to guide content development led within the philanthropy portfolio, ensuring materials advance donor engagement and fundraising outcomes.
- Partner with Hospital leadership on the development of the community report, ensuring strong Foundation representation and positioning for potential future independent publication.

### **Team Leadership**

- Provide leadership, priority setting and direction to the Marketing and Communications team
- Sustain a strong team, keeping staff motivated and engaged with team input at regular meetings to further empower and develop their self-confidence
- Empower the team through strategic planning, information sharing and collaboration to meet the goals of the team and Foundation
- Manage a team of direct reports, including recruiting, orientation, training, objective setting, coaching, monitoring performance, and encouraging professional development for these staff
- Motivate team members by creating an environment that promotes positive communication and encourages bonding of members from various departments/teams
- Monitor and track staff activity; provide feedback and guidance on performance, projects, and other initiatives impacting staff
- Provide appropriate and meaningful staff recognition
- Work as a team player, promoting a positive and professional work environment and conduct role with integrity and respect
- Be a contributing and dedicated member of the Foundation Leadership team

- Act as an ambassador throughout the community, positively representing the Hospital and the Foundation

## The Ideal Candidate



- 12+ years within a charitable/not-for-profit organization. Experience in a hospital foundation or similarly large, complex not-for-profit health care organization is a definite asset
- A proven track record for implementing innovative and best-in-class communication within an organization with multiple stakeholders, including external and internal
- Ability to attain program goals within prescribed timelines and approved budgets
- Ability to effectively manage multiple projects and meet deadlines
- Strong analytical skills, including the ability to analyze trends from quantitative and qualitative data
- Strong communication, interpersonal, public speaking, and leadership skills
- An innovative and motivational mentality
- Excellent management, decision-making, and problem-solving skills
- Proven experience working with business analytics and using them to support fundraising initiatives
- Ability to effectively manage multiple projects, work successfully unsupervised to meet deadlines
- Excellent written (specifically to a donor audience) and oral communication skills are a must
- Excellent interpersonal / customer service skills AND highly collaborative – enjoys helping team members succeed; a great listener; someone who can manage velocity and is a positive contributor

## Application Instructions



Mackenzie Health is an inclusive and equal opportunity employer committed to providing accommodations for applicants upon request at any stage of the recruitment process in accordance with the Accessibility for Ontarians with Disabilities Act (AODA) and the Ontario Human Rights Code.

Preston Human Capital Group is conducting this search on behalf of Mackenzie Health Foundation. If you are looking for an outstanding challenge and meet the qualification criteria, we look forward to hearing from you. Please include a cover letter

**Vice President, Marketing & Communications  
Mackenzie Health Foundation  
Position Profile**



and CV addressed to Lindsay Preston at [lindsay@phcap.ca](mailto:lindsay@phcap.ca). The posting closes on December 3, 2025, at 5pm ET. **Please note that only qualified respondents will be contacted. Thank you for your interest.**