



# Head of Marketing & Communications *Position Brief*

**TRUE PATRIOT  
LOVE**





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### FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of True Patriot Love. For more information about this opportunity, please contact Jill Anderson, Associate Vice President, KCI Search + Talent, via email at [tpl@kcitalent.com](mailto:tpl@kcitalent.com).

To apply, please send a resume and letter of interest to the email address above by **January 12, 2026**. All inquiries and applications will be held in strict confidence.

True Patriot Love welcomes and encourages applications from all qualified applicants, and values lived experience of all kinds, most notably Veterans, serving reservists, and spouses or children of Veterans/serving members. Accommodations are available on request for candidates taking part in all aspects of the selection process.

The salary range for this position is \$125,000 - \$135,000.





## Head of Marketing & Communications

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### THE OPPORTUNITY

True Patriot Love Foundation is Canada's foundation for the military community, supporting those who serve and their families, while in uniform and beyond. Established in 2009, the Foundation has provided over \$50 million in funding to community projects across all provinces and campaigned to raise awareness and support for Canadian Armed Forces members, Veterans and their families.

True Patriot Love plays a key role within the military and Veteran community, acting as a trusted partner to the Canadian Armed Forces, federal and provincial Governments and community partners. Following the successful delivery of the 2025 Invictus Games in Vancouver and Whistler, led and overseen by the Foundation, we are now embarking on an exciting new three-year strategic plan to grow our influence and impact further.



True Patriot Love is seeking an innovative, results-oriented, and data driven marketing and communications leader to serve as their next Head of Marketing & Communications. Reporting to the Chief Executive Officer, the Head of Marketing & Communications will also work closely with the Board, senior volunteers, and members of the management team, leading all facets of the organization's marketing and communications activities.

As an accomplished marketing and communications generalist, the Head of Marketing & Communications will play a critical role driving national brand awareness and executing communications activity to help connect Canadians with those who serve and bring the mission of True Patriot Love to donors, volunteers, corporate partners, and those in government and the Armed Forces and Veteran community. The Head of Marketing & Communications will oversee all multi-channel communications, including the strategy for enhancing our brand and reputation, communicating True Patriot Love's purpose, highlighting impact, supporting annual revenue growth through annual and monthly giving and profiling our partners and supporters.

The successful candidate will oscillate fluently between strategic leader and hands-on doer, working effectively across the organization, deploying resources creatively and efficiently to achieve aspirational goals. Thriving in fast-paced environments, the new Head of Marketing & Communications will bring an analytical lens, staying current with trends and best practices in all areas of marketing, communications and brand development.

True Patriot Love's national office is in Toronto, although the Head of Marketing & Communications will enjoy a flexible work location anywhere in Canada. Travel across Canada for meetings and events will be required in this role.

## ABOUT TRUE PATRIOT LOVE

True Patriot Love is Canada's Foundation for the military community, supporting Canadian Armed Forces members, Veterans and their families through grants, research and advocacy. Our goal is to improve well-being, inspire recovery, strengthen families and foster community connection. The Foundation also acts as a catalyst for collaboration across stakeholders in the sector and provides thought leadership on all areas within its mission focus.

In 2008, when Canadian soldiers were returning home from Afghanistan, and the impact of war was weighing heavily on them and their families, Canada's Chief of Defence Staff challenged a group of Toronto-based philanthropists to raise money to support them. The following year, the inaugural Tribute Gala brought 2,000 Canadians together, raising \$2 million in one evening. The event proved that Canadians are proud of our military, and are seeking ways, beyond wearing a poppy on Remembrance Day, to express their support. The True Patriot Love organization was born.

Since 2009, True Patriot Love has distributed over \$50 million to fund 1,100 programs that support mental health, physical rehabilitation, transition to life after service and the unique needs of children and families. The Foundation also actively helps to ensure the needs of those who serve remain in the minds of the public through high profile expeditions and events. As a result of the Foundation's inspiring work, more than 44,000 military and Veteran families have been helped.



**68,000** regular force military families are posted in Canada, with more than half under the age of 35 and half with children.



**Over 461,000 +** Veterans and their families currently live in Canada, many of whom are impacted by challenges related to transitioning to civilian life.



**2,500** military personnel are medically released each year, with approximately **700** spouses and **900** children also impacted.



**60%** of medically released military personnel have permanent physical limitations.



**13%** of CAF personnel were diagnosed with a mental disorder attributable to Afghanistan deployment four years later.



Children from military families experience **double** the rate of mental health issues compared to children from civilian families.



## Areas of Focus and Impact

They've had our backs; now it is time we had theirs. Whether our military and Veterans are facing healthcare challenges, their families need support, or they are seeking to transition to civilian life, it is our responsibility to make sure their needs are met. By accepting that responsibility and giving generously, Canadians can find their own ways to serve. We are a stronger, more inclusive country when Canadians give back to those who have given everything. True Patriot Love supports:

- ***Mental Health & Well-Being:*** Prioritizing well-being, by investing in mental health and transition programs amongst others.
- ***Physical Health & Rehabilitation:*** Improving the rehabilitation and recovery journey through the power of sport, expeditions, and alternative therapies.
- ***Family Health & Support:*** Supporting stronger military families, as spouses, caregivers, children, and youth are called upon to make profound sacrifices along with their loved ones.
- ***Communities:*** Providing resources to organizations that foster connection with communities, whether it be through mentorship, volunteerism, or advocacy.

## Grants & Programs

We are a catalyst for collaboration and impact. True Patriot Love provides the opportunity for Canadian registered charities to apply for funding of programs that are aligned with the foundation's mandate. Current grants and programs include:

- True Patriot Love Local Community Fund
- The Captain Nichola Goddard Fund
- True Patriot Love Military Creative Arts Fund
- Invictus Legacy Fund

## Invictus Games Vancouver Whistler 2025

True Patriot Love is proud to have secured the Invictus Games for Toronto in 2017 and then the Invictus Games Vancouver Whistler 2025, the first time any organization or country has been awarded the Games twice. True Patriot Love established the local organizing committee for Vancouver Whistler and led on delivering Legacy elements impacting the military and Veteran community up to and beyond February 2025. True Patriot Love is the largest funder of Team Canada, for both Invictus Games and the Warrior Games, as well as other community programs across Canada.

The Invictus Games Vancouver Whistler 2025 were held from February 8-16, 2025, and brought together 534 competitors from 23 nations to compete in adaptive sports, including the new winter sports: Alpine Skiing, Nordic Skiing, Snowboarding, Biathlon, Skeleton, and Wheelchair Curling, in addition to the core Invictus Games sports of indoor rowing, sitting volleyball, swimming, wheelchair rugby and wheelchair basketball.







The Games were held on the traditional territories of the Líl'wat7úl (Lil'wat), xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations. During the planning and implementation of the Games, True Patriot Love worked in the full spirit of implementing

Canada's Truth & Reconciliation Commission Calls to Action, and that Indigenous protocols were respected in all aspects of the Games.

## Expeditions

Since 2012, True Patriot Love has produced a series of ambitious expeditions around the world engaging Canadian Armed Forces members, Veterans, and civilians, which raise funds and build awareness and long-term relationships.

Past expeditions have collectively raised over \$10 million for the military community and have directly impacted 66 ill and injured military personnel and Veterans. Funds raised have allowed for enhanced job training and recruitment, provided 144 Veterans with rapid job placement, helped to fund more than 9,800 hours of peer-to-peer mental health counselling, and allowed for a \$500,000 investment to create a virtual reality therapy program for Veterans living with PTSD which has been implemented across the country.

## The Captain Nichola Goddard Women in Leadership

The Captain Nichola Goddard Women in Leadership roundtable concluded its 2025 four-city series, bringing over 450 people together for evenings of insight, inspiration and frank conversation about military leadership from a female perspective.

Now in its seventh year, the Women in Leadership event is named in honour of Captain Nichola Goddard, the first Canadian female soldier to die in combat while on duty in Afghanistan in 2006. The series is held in support of [the Fund](#) which also bears her name.

## True Patriot Love Annual Tribute Dinner 2025: Montreal, Toronto and Ottawa

From the moment a person enlists in the Canadian Armed Forces to the time they are released, their military service impacts every aspect of their life, including the lives of those closest to them—their family. Each year during Remembrance Week, the Foundation hosts its Annual Tribute Dinner, a signature fundraising event and Canada's largest celebration in support of military members, Veterans, and their families. The event brings together influential business and community leaders, distinguished military representatives and dignitaries to pay tribute to the military and Veteran community.



This year's event, which was attended by the Duke of Sussex, raised more than \$2 million to support our work.

## BOARD OF DIRECTORS

**Shaun Francis**, Chair  
**Luc Cassivi**, Chair of the DAC  
**Bryn Weadon**, Treasurer  
**Karen Adams**  
**Derron Bain**  
**Geneviève Bonin**  
**Mike Durland**

**Robert Ghiz**  
**France Hébert**  
**Matthew Kelleher**  
**Hugh Moncrieff**  
**Duncan Sinclair**  
**Louis Vachon**  
**Monica Valsangkar-Smyth**

## ADDITIONAL BACKGROUND & RESOURCES

- [True Patriot Love](#)
- [Board of Directors](#)
- [Our Team](#)
- [2024-25 Impact Report](#)
- [2024-25 Audited Financial Statements](#)
- [Events, Expeditions and Partnerships](#)
- [Blog](#)



## KEY ACCOUNTABILITIES

### Strategy & Planning

- Accountable for leading marketing and communications strategies, programs, and initiatives that build connection between the Canadian public and those who serve, and which drive awareness, strengthen engagement, and deepen impact in support of True Patriot Love's mission.
- Leverage marketing, communications, and donor relations activities to increase awareness of True Patriot Love's work with supporters, partners, stakeholders, and the Canadian public in ways that will help increase engagement and fundraising.
- Continually assess cross-industry best practices, new business models and techniques to enhance impact and efficiency of True Patriot Love's integrated marketing strategy.

### Marketing & Brand Messaging

- Develop compelling integrated marketing campaigns leveraging email marketing, digital tactics, social media, direct response, etc. that increase brand awareness, engagement, and revenue.
- Deliver a strong email marketing and social media plan to leverage True Patriot Love's brand assets.
- Work with True Patriot Love staff and key stakeholders in refining brand messaging that further establishes the role of the organization in the sector and that illuminates the many success stories of True Patriot Love and its community partners to donors, partners, and the public.
- Integrate brand messaging across all platforms, particularly those designed to engage and attract donors and supporters.
- Build True Patriot Love's website, digital and social channels, ensuring all touch points have a consistent look and feel.

- Create and execute marketing strategies for True Patriot Love programs, including expeditions and events and mission focused initiatives such as peer to peer outreach, and creative arts and adaptive sports.

### **Strategic Communications & Public Relations**

- Evolve and implement True Patriot Love's multi-faced public relations campaigns to raise the profile of True Patriot Love's thought leadership and funding for the military community amongst several target groups, including corporate Canada, donors, and the Canadian public.
- Leverage the impact of True Patriot Love's work, including the experiences and perspectives of our beneficiaries, reaching a wide range of audiences from government, the Canadian Armed Forces, serving members, Veterans and their families, corporate Canada, and everyday Canadians through a mass communications strategy.
- Prepare speaking notes and related communications for the CEO, Board Chair, and Board members.
- Execute an earned media plan that leverages key media partnerships and identifies the financial benefits to True Patriot Love.
- Provide internal support on all collateral materials including newsletters, impact reports, video messaging, proposals, RFP's, annual reports, case for support, sponsorship decks and corporate brochures.
- Prepare and update a proactive public relations plan that develops key opportunities and relationships and identifies and mitigates potential risks.

### **Support Community Connection & Revenue Generation**

- Lead, manage and grow the third-party event program, cultivating relationships with external organizers, providing guidance and resources, and ensuring all partner-hosted events align with brand, compliance, and fundraising goals.
- Oversee our annual Canadian Walk for Veterans, growing the annual grassroots event to optimize participation and revenue across Canada.
- Support the fundraising team with marketing-driven initiatives, contributing to the development and execution of campaigns and communications that strengthen donor engagement and enhance fundraising outcomes.
- Provide support across the organization with fundraising initiatives including brand alignment, materials and tools.

### **External Relations**

- Cultivate relationships with key media and handle all external media inquiries, coordinating with the CEO and other relevant spokespeople as required.
- Manage key relationships with all outsourced and pro-bono communication and marketing vendors and agencies, inspiring them to support.
- Develop and manage external volunteer supporters including exploring the opportunity for a senior marketing committee.



## **Leadership, Management & Support**

- Lead, manage, coach and mentor the marketing and communications team, setting and delivering effective goals and performance objectives.
- As a senior staff member in the organization, work with the CEO and management team to set annual targets and plans, monitoring and reporting on these both internally and to the Board, aligned with the strategic plan.

## **QUALIFICATIONS & REQUIRED SKILLS:**

- We welcome applications from Veterans, serving reservists, and spouses or adult children of Veterans/serving members. An understanding of the Canadian military is an asset.
- Progressive leadership in marketing and communications roles in a non-profit, revenue-driven organization or experience in social and/or cause marketing.
- Demonstrated success developing and implementing strategic marketing and communications plans, projects, and initiatives.
- Successful track record of increasing brand awareness and revenue with the creativity to do so with tight budgets.
- Experience developing, executing, and measuring the success of integrated marketing, communication, and public relations strategies.
- Excellent written communication skills, with experience writing stewardship communications, online content, and the ability to prepare material in someone else's voice.
- Strong storytelling skills with the ability to bring emotion and meaning to a variety of communication materials.
- Previous experience leading, motivating and coaching a team to achieve organizational goals.
- Demonstrated experience using relational databases and managing digital platforms and campaigns. Experience with WordPress, Google Analytics, Salesforce and Pardot would be strong assets.
- Proven ability to analyze marketing results, statistically and qualitatively.
- Strong experience in cause marketing and partner relations.
- Results-oriented, driven and an entrepreneurial approach to problem solving.
- Track record of building highly effective relationships with a variety of stakeholders, including media contacts, communication vendors, donors, corporate partners, and internal stakeholders.
- Solid skills as a project manager.
- Flexible, collaborative mindset and creative thinker, comfortable with ambiguity and evolving priorities.
- Experience working with fundraising colleagues to develop and execute marketing programs and activities is an asset.
- Fluency in French (verbal and written) is an asset.

## LEADERSHIP BIOGRAPHIES

### Nick Booth, MVO, Chief Executive Officer

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Nick Booth is a seasoned senior executive with extensive experience in the non-profit industry and a wealth of knowledge in youth, mental health, military, and Veteran issues. Prior to his role at True Patriot Love, Nick was founding CEO of The Royal Foundation, The Duke and Duchess of Cambridge and Prince Harry's primary charitable vehicle, which he led from 2010 to 2017. In this role, he was responsible for overseeing the philanthropic activities of Their Royal Highnesses, including initiating both the Invictus Games and the Heads Together mental health program.

Nick has spent over 35 years in the charitable sector, working in senior roles in both the UK and USA, including the National Society for the Prevention of Cruelty to Children and Big Brothers Big Sisters of America. He worked as a senior advisor to the UK's new military rehabilitation centre and also Special Olympics International. He is Chairman of Big Brothers Big Sisters UK, and a Director of the Manchester United Foundation. Nick was appointed to The Royal Victorian Order by Her Majesty Queen Elizabeth II in the 2017 New Year Honours. Nick was also a recent recipient of the King Charles III Coronation Medal.

### Shaun Francis, Founder & Chair, True Patriot Love Foundation

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Shaun Francis is the Chair and CEO of Medcan, with headquarters in Toronto. Established more than 30 years ago, Medcan is a global leader in assessing their clients' overall well-being and inspiring them to live well for life. Shaun is Chair of the True Patriot Love Foundation, which he founded to benefit Canada's military families. He previously served on the boards of the Invictus Games Canada, which he collaborated with the Royal Foundation to bring to Toronto. In 2013, he was asked by Canada's Minister of Veterans Affairs to Chair the Veteran Transition Advisory Council (VTAC). The Council was

comprised of Canadian business leaders and assisted the Minister in drafting strategic recommendations for the transition of service personnel to the private sector.

The Globe and Mail featured Shaun as one of Canada's Top 40 Under 40 in 2008, when he was selected by a national panel. In 2010, Canada's Chief of Defence Staff, General Walter Natynczyk, awarded Shaun the Canadian Forces Medallion for Distinguished Service, the military's highest recognition for a civilian. In 2011, Shaun was the convocation speaker at the Royal Military College in Kingston, Ontario where he received his Honorary Doctor of Laws from Canada's Minister of National Defence Peter MacKay. In 2012 he was selected by Toronto Life as one of Toronto's top 50 most influential people. In 2013 he was awarded a Queen Elizabeth II Diamond Jubilee Medal by Senator Linda Frum and the Minister of Veterans Affairs Steven Blaney. In 2014 he was awarded the Veterans Affairs Commendation by Minister Julian Fantino for contributing in an exemplary manner to the care and well-being of veterans. In 2025, Shaun was a recipient of the King Charles III Coronation Medal.

# ORGANIZATIONAL CHART

