



## **THE OPPORTUNITY**

North York General Foundation is seeking a strategic Chief Marketing & Communications Officer to shape our story, elevate our mission, and drive impact. The role will provide strategic leadership and oversight across a diverse team, ensuring that North York General Foundation's marketing and brand are cohesive, compelling, and aligned with our mission.

In this high-visibility role, you will lead the strategy and execution of campaigns that drive brand awareness and accelerate growth in our donor base. You'll be expected to test and learn quickly, balance data-driven thinking with compelling storytelling, and build the systems and rigor required to measure, optimize, and scale engagement across multiple channels.

Reporting to the President & CEO, the Chief Marketing & Communications Officer will lead all the Foundation's brand, communications and marketing activities as the Hospital and Foundation together enter an unprecedented period of transformation, including the doubling of our campus and a launch of a \$400M+ campaign - the largest and most ambitious philanthropic effort in the hospital's history. You'll collaborate closely with the Hospital's Chief Communications and External Relations Officer to drive alignment, execution, and impact with the Hospital.

This is an exceptional opportunity for a marketing leader passionate about making a measurable difference in healthcare.

## **ABOUT US**

North York General Foundation (NYGF) raises and stewards philanthropic support that enables North York General (NYG) to be Here for Life for its growing and diverse community. Exceptional care at every stage of life requires exceptional philanthropic support, and NYGF is proud to partner with donors who recognize the vital role NYG plays in caring for people through life's most defining moments.

NYG is entering one of the most ambitious and exciting periods in its history. Recognized by Newsweek as Canada's #1 community hospital for seven consecutive years, the hospital serves nearly 500,000 people in one of Toronto's fastest growing and most diverse regions. As the community ages, grows, and evolves, so too must NYG's care environments and models of service, making philanthropic investment more urgent than ever.

The Foundation supports both the hospital's most pressing priorities, including modernized facilities, leading-edge equipment, and innovative technology, as well as longer-term



investments that will transform how care is delivered across the lifespan. These investments strengthen access, equity, and patient experience today, while creating models of care that can be scaled beyond our community.

Across seven sites, NYG delivers a full spectrum of acute, ambulatory, and long-term care services. The hospital is home to one of the busiest single-site birthing centres in Ontario, one of the largest family medicine departments in Canada, and one of Ontario's busiest Emergency Departments with among the shortest wait times. NYG is nationally recognized for its accredited breast cancer program, is building one of the largest long-term care centres in the province and is a leader in mental health care for youth, adults, and seniors across four sites.

## **KEY RESPONSIBILITIES**

### **Strategy & Planning**

Lead marketing and communication strategies, programs, and initiatives that support fundraising and build connections between the public and the Hospital, increasing awareness, deepening engagement, and driving impact in support of North York General's mission.

Continually assess cross-industry best practices, new innovative models and techniques to enhance impact and efficiency of North York General's marketing activities

Act as a strategic advisor to the senior leadership team, bringing marketing and brand expertise to organizational priorities and decision-making.

### **Marketing & Brand Leadership**

In collaboration with the Development team, create compelling integrated marketing campaigns leveraging digital tactics, social media, and public relations that increase brand awareness, engagement, and revenue.

Work with key stakeholders in refining brand messaging that further establishes the role of the organization in the sector and that illuminates the many stories of North York General and its community to donors, partners, and the public.

Integrate brand messaging across all platforms ensuring all touch points maintain a consistent look and feel.



Create and execute marketing and communications strategies for the Foundation's signature event programs to drive participation, increase P2P revenue and deliver on sponsorship value.

Execute an earned and paid media plan that leverages key media relationships and achieves a 1:3 ratio on paid vs. in kind.

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

Evolve and implement public relations campaigns in collaboration with the Hospital's Chief Communications and External Relations Officer to raise the profile of North York General

Prepare speaking notes and related communications for the President & CEO, Board Chair, and Board members.

Oversee the direction and execution of all collateral materials including newsletters, impact reports, video messaging, proposals, annual reports, case for support, and sponsorship decks, etc.

### **Donor Experience**

Oversee the development and execution strategies for an integrated end to end donor engagement program, including awareness, cultivation, stewardship, impact reporting, and recognition to build long-term relationships and drive retention, working with fundraising teams to ensure a consistent, positive donor journey for supporters.

Apply donor data and feedback to evaluate stewardship effectiveness, identify opportunities, and guide strategic decisions.

Oversee the strategic planning and execution of major donor events, from logistics to post-event follow-up, focusing on attendee experience, enhancing their connection to the cause.

### **Leadership, Management & Support**

Lead, manage, coach and mentor the marketing and communications team and donor experience team, setting and delivering effective goals and performance objectives.



As a member of the senior leadership team, work with the President & 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 & COMPETENCIES**

A passion and commitment to the mission, vision, and values of North York General.

A minimum of ten years' progressive and successful brand, marketing, communications experience

Previous experience leading, motivating and coaching a team to achieve organizational goals.

Successful track record of increasing brand awareness and revenue with the creativity to execute within tight budgets.

Experience measuring the success of integrated marketing, communications, and public relations strategies.

Excellent written communication skills, with experience writing for a variety of platforms

Strong storytelling skills with the ability to bring emotion and meaning to communication materials.

Results-oriented, driven and an entrepreneurial approach to problem solving.

Track record of building effective relationships with a variety of stakeholders, including marketing agencies, media contacts, communication vendors, donors, and internal stakeholders.

An attitude that champions disruptive ideas that drive brand awareness and engagement

Flexible, collaborative mindset, comfortable with ambiguity and evolving priorities.

A passion for life-long learning and staying current, for discovering, understanding, and implementing cutting-edge processes for greater reach and cost-effectiveness.

**Salary Range:** \$175K - \$200K

## **FOR MORE INFORMATION**

All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and letter of interest to [foundationcareers@nygh.on.ca](mailto:foundationcareers@nygh.on.ca) no later than Friday, February 13, 2026. Applications will be reviewed on a rolling basis.



Foundation staff enjoy the flexibility of a hybrid work model, with an expectation to be in the Foundation office located at 4001 Leslie St. at least 2 days per week.

At NYGF, we are committed to fostering an inclusive and accessible environment. We are dedicated to building a workforce that reflects the diversity of the community in which we live, including those with disabilities. NYGF is committed to providing accommodation in all parts of the hiring process. If you require accommodation, we will work with you to meet your needs.