

## Canadian Mental Health Association (CMHA) National Director, Communications and Marketing

*The Canadian Mental Health Association National office is located in Toronto on the traditional and unceded territory of the Mississaugas of New Credit, the Haudenosaunee and the Huron-Wendat. | Le Bureau national de l'Association canadienne pour la santé mentale est situé à Toronto sur le territoire traditionnel non cédé des Mississaugas of the New Credit, des Haudenosaunee et des Hurons Wendat.*

---

Founded in 1918, the [CMHA](#) is the most extensive community mental health network in Canada. Through a presence in more than 330 communities across every province and Yukon territory, CMHA provides advocacy and resources to help prevent mental health problems and illnesses, supports recovery and resilience, and enables all Canadians to flourish and thrive. CMHA was chosen by Forbes as one of Canada's top employers in 2021, 2022, and 2023.

CMHA upholds that mental health is a universal human right and has a steadfast mission of ensuring all people in Canada experience mental wellness and overall well-being. It is within this context that CMHA invites nominations and applications for the role of **National Director, Communications and Marketing**, a position that will have an indelible impact on the future of the organization.

The National Director, Communications and Marketing is a critical member of the senior leader team and is responsible for advancing CMHA's brand identity and leading public education campaigns. Reporting directly to the National CEO, the National Director, Communications and Marketing will bring a wealth of expertise in strategic communications and marketing as well as strong relationship building skills. They will bring an exceptional track record in generating impactful outcomes and measurable results. Importantly, they will also demonstrate compassionate leadership and be oriented toward building process and structure. As a crucial member of the Senior Leadership Team at the National Office, they will hold a pivotal leadership role within CMHA's federation of 80 CMHAs across Canada.

The Director will be an impassioned changemaker, excited about joining an advocacy-focused organization and committed to utilizing communications and marketing strategies to engage the public and build community. Aligned with CMHA's [Theory of Change](#) and [Nationwide Strategic Plan](#), the incumbent will demonstrate innovative leadership and effective collaboration with our federation

and National Office team, all aimed at achieving our strategic objectives, including a scheduled re-branding initiative in 2023. Ultimately, the incumbent will be guided by the profound wisdom captured in the African proverb: 'If you want to go fast, go alone. If you want to go far, go together.'

### **Qualifications**

Among the qualifications being sought in candidates, the incoming leader must have a deep and abiding commitment to advancing reconciliation, equity, diversity, and inclusion in all its forms and must believe, intrinsically, in the importance of leading with curiosity and welcoming ideas that can later be synthesized and turned into possibility. Like all other leaders at CMHA and throughout the staff complement, the incoming Director must possess a collaborative and service-oriented mindset and be able to contribute to CMHA's outstanding workplace culture.

While all candidates are encouraged to apply and, in so doing, share how they see themselves adding value to the CMHA environment, the following credentials and/or experiences are seen as possible markers of the candidates most likely to realize success in the role: A) a university or college degree in a related discipline or an equivalent combination of education, training, and experience; B) progressive leadership experience in strategic communications, public relations and marketing preferably within a multi-level organization; C) expert knowledge of issues, trends and new technologies in strategic communications, marketing, media and public relations; D) coaching and management expertise, the capacity to develop and lead strategic plans, brand strategy, and a demonstrated commitment to team-building, responsive and proactive communications, staff development and partnership building, and; E) strong relationship building skills, excellent analytical, research and organizational skills coupled with the ability to build consensus, manage multiple partnership relationships and inspire confidence in both internal and external teams, including senior leaders. Bilingualism (English/French) would be an asset.

This is a full-time position within a hybrid work setting located at the National Office in Toronto, Canada. In October 2023, CMHA National will begin piloting a four-day work week. The salary for the role of National Director, Communications and Marketing will be approximately \$125,000, depending on experience.

### ***How to Apply***

*CMHA is committed to a workforce reflecting the diversity of the communities within which they work. As such, they explicitly encourage applications from persons with disabilities, members of Black, Indigenous, and racialized communities, people of all sexual orientations, gender identities and expressions, and others who may*

contribute to the diversity of their staff. CMHA invites candidates to self-identify in their cover letter.

CMHA is partnering with BIPOC Executive Search to ensure an applicant list that is diverse and is as intersectional as possible. **All interested applicants can send their resume to Candice Frederick by e-mailing [cfrederick@bipocsearch.com](mailto:cfrederick@bipocsearch.com), or can apply through the BIPOC Executive Search mobile app.**

*In accordance with the AODA Act, for applicants living with a disability accommodation will be provided throughout the search process. Should accommodations be required, please make Candice Frederick aware by using the above address.*

*We thank everyone for their expression of interest—and are truly appreciative of the time individuals put into applying—but with the limitations of time only those selected for an interview will be contacted.*

---