

Career Opportunity

National Associate Director, Creative Services and Brand Governance

The Canadian Mental Health Association (CMHA) is currently inviting applications for the position of National Associate Director, Creative Services, and Brand Governance within our National Office team. This role is for individuals who demonstrate self-motivation, fast learning capabilities, and proficient leadership skills, overseeing the development and maintenance of brand standards while leading creative initiatives to ensure consistency and excellence across all branding efforts, along with effective team management.

About CMHA: Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. Through a presence in more than 330 communities across every province and one territory, CMHA provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. Our vision is a Canada where mental health is a human right. CMHA has been chosen as one of [Canada's best places to work by Forbes magazine](#) in 2021 and 2022.

Position Summary: The National Associate Director, Creative Services and Brand Governance leads brand governance and marketing operations for CMHA National. The role is responsible for flawless, on time, on brand delivery of national marketing and communications campaigns, activities and products produced by CMHA National. The Associate Director is responsible for marketing operations including workflow management, work assignment, budget management, license and contract management. The role is responsible for quality assurance and brand governance, ensuring our brand guidelines are clear, communicated and adhered to across communication channels. This role is the leader of collaboration activities across the CMHA Federation, including several cross-Canada committees, in support of our brand. The role proactively identifies ongoing opportunities for efficiency and best practices in support of organizational goals.

The National Associate Director oversees an internal team comprising six team members. In this role, you will be responsible for nurturing professional development and providing mentorship to team members. Additionally, you will actively contribute to cultivating a supportive and inclusive workplace culture.

Location: This position will be based at our office, located in downtown Toronto. To encourage collaboration and explore new ways of working, CMHA National is piloting a reduced work week and supports a hybrid work model that includes two days of in-office work. %

Position Responsibilities:

- People Management
 - Fosters an inclusive, supportive culture of collaboration. Performance management of department reports. Provides counsel and coaching to direct reports to improve the quality (brand and execution) of communications campaigns including public campaigns, social media, email marketing, thought leadership, internal and digital communications. Sets clear expectations and goals for team members and provides professional development opportunities to enhance skills and knowledge of the team.
- Creative Services Management
 - Workflow management and assignment for creative services team members based on campaign needs and resources, including graphic design, translation, content creation, digital communications, website and social media. Identifies where external agency support is required by project.

- Brand Governance and Quality Assurance
 - Responsible for brand governance and Quality Assurance across CMHA National office. Reviews all outgoing collateral and owned channels to ensure brand standard is met and all communications are high quality and free of errors (grammatical, spelling, etc.)
- Operations Management
 - Leads the creation, implementation and ongoing review of Marcom processes in services of internal stakeholders. Accountable for project management tools (ex. Asana) and team adoption. Manages departmental budget and seeks input from team members as required. Works with Director and Finance team to forecast marcom spend. Identifies opportunities for technology, AI to enhance marcom operations. Manages external licenses for department (ChatGPT, Mailchimp, etc). External agency management (contracts, scope of work, invoices) as needed.
- Federation Leadership
 - Strategic leadership of Federation committees (Strategic Comms, Marcom Collaborative, Bilingual working group) to connect National Marcom team with Federation. Provides excellent customer service to Federation stakeholders across Canada, including brand governance support and tools.
- Reporting and Leadership Support
 - Provides recommendations and reporting support to Director as needed. Communicates project status and actively identifies opportunities for process, performance improvement to Director. Ensures team members are providing campaign data to help inform decisions for current and future campaigns.

Education & Qualification:

- Master's/University degree in related discipline i.e., English, journalism, communications, mental health or related, preferred.

Experience:

- 10+ years of demonstrated experience in project management/creative services management
- 10+ years of experience in brand governance, brand management, or a similar role
- 5-7+ years of experience in a supervisory role
- Preferred experience includes working within a charitable or non-profit organization, particularly in areas related to health, mental health, public health, or population health.

Knowledge:

- A deep and thorough understanding of marketing operations within a complex or Federated organization
- A deep and thorough understanding of brand governance within a complex or Federated organization
- A deep and thorough understanding of project management
- A deep understanding of financial planning and reporting
- Knowledge of SEO, SEM, digital strategy and current and emerging digital platforms (mobile, tablet, social, marketing automation, AI).
- Keep up-to-date with current developments and trends in integrated communications
- Demonstrate high levels of computer literacy and have a strong facility with the Internet, as well as with various software programs including Word, PowerPoint, spreadsheets and database management programs.

Skills:

- Effectively able to work under pressure and manage feedback from multiple stakeholders.
- Exceptional leadership skills with a proven track record of inspiring teams to deliver innovative marcom strategies and foster a culture of creativity, collaboration, and continuous improvement.
- Excellent communication and relationship management skills at all levels of an organization.
- Strong recommendation and presentation skills to senior leadership.
- Consensus-building and stakeholder engagement.
- Creative services capacity and workflow planning for a large team.
- Able to create structure and implement best practices in a hybrid work setting.
- Excellent project management skills.
- Demonstrates strong decision-making skills under minimal supervision.

- Innovative thinker with a proactive approach to problem solving
- Highly motivated and passionate about mental health.
- Bilingual (French & English) is a significant asset.
- Experience with Asana is an asset.

Compensation: \$105,000-\$120,000 per year along with benefits, a flexible work environment and a workplace culture committed to personal wellbeing and psychological safety.

Benefits: Dental care, extended health care, life insurance, vision care, employee assistance program, flexible schedule, paid time off (vacation, sick and work life balance days), wellness program, work from home, hybrid work.

Working conditions:

- This is a full-time position, working standard office hours on a reduced work week.
- This position functions in a normal office environment, using typical office equipment, with extended periods of sitting, telephone interaction and/or working at a computer and no unusual physical demands.
- Due to the public nature of this job, there may be some challenging contacts or situations from external stakeholders.

Are you a fit?

If you are interested in applying for the role, please submit a PDF copy of your resume along with a cover letter to careers@cmha.ca by 25 March 2024. The subject line should mention "National Associate Director, CSBG". We thank you for your interest and please note that only those identified for an interview will be contacted.

To learn more about CMHA, visit: www.cmha.ca

CMHA is committed to our workforce reflecting the diversity of the communities within which we work. As such, we explicitly encourage applications from people with lived experience of a mental illness, 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 our staff. We invite you to self-identify in your cover letter. Please let us know if you require accommodations throughout the application process.