

Career Opportunity

National Senior Manager, Content

The Canadian Mental Health Association is seeking qualified applicants for the role of a National Senior Manager, Content to join the National Office team. This role is for you if you are self-motivated, a fast learner who follows trends and innovation in digital media and communications and are looking for an opportunity to make a difference in Canadians' mental health.

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 Senior Content Manager leads content strategy, development and execution of national marketing communications, campaigns, activities, and products produced by CMHA National. The role is organizational lead on content production (ideation, copywriting, writing, substantive editing, proofreading, and scripting) for external, public facing communications. This includes marketing campaigns, event support, email marketing, websites and corporate communication pieces including annual reports, thought leadership content, brochures, key messages, speeches, videos, and presentations. This role works collaboratively with Marcom colleagues and internal stakeholders to ensure seamless integration of campaigns including public relations, brand awareness marketing, advocacy, and fundraising. The National Senior Content Manager is also responsible for people leadership, professional development, and mentorship of junior communications colleagues. Social Media and digital communications are responsibilities within this portfolio which this role is ultimately accountable for.

Location: This position will be based at our office, located in downtown Toronto. To encourage collaboration and explore new ways of working, CMHA National supports a 4-day work week, hybrid model of 2 days in the office.

Position Responsibilities:

- Content strategy and cross-functional collaboration
 - Ideate, produce, project manage and execute high quality content based on best practices, research, data, and evidence. Creates compelling and accurate external-facing publications for a variety of target audiences. Using a content marketing approach, conceives of, drafts and/or edits complex materials and distills key findings into an array of heavyweight, middleweight, and lightweight content pieces. Collaborates closely with internal stakeholders to ensure accuracy and clarity of messaging and products.
- Content development and editing
 - Responsible for ensuring high quality of all major publications and products. Plans, creates, edits, and recommends approval of an array of professional and engaging mental health content and campaigns that promote CMHA initiatives and educate and engage the public. Writes, edits, drafts, and scripts national communications such as external awareness, event and fundraising marketing campaigns, annual reports, key messages, speeches, quotes, blog articles, educational modules, toolkits, videos, web copy, social media content and creative copywriting.
- Project Management
 - Planning and execution of national communications, managing workflow and timelines. Key contributor to the conception and development of public education campaigns, fund development campaigns, corporate communications (including impact reports, brochures, web copy, letters, email marketing materials). Manages relationships with external vendors when required, including advertising agencies, web developers, translators, freelance writers and designers.

- Improving content quality by Identifying and implementing best practices
 - Responsible for creating a framework for compelling communications across all channels (campaigns and storytelling across traditional, digital, social, internal). Implements content best practices to drive deep engagement with target audiences. Collaborates with National Committee of People with Lived Experiences to tell their stories in a meaningful way. Mentors direct reports on best practices and coaching for social media and digital communications. Works with colleagues across the federation to share best practices and learnings.
- People leadership
 - Fosters an inclusive, supportive culture of collaboration. Performance management of direct reports and general strategic oversight of content portfolio. Provides counsel and coaching to direct reports to improve the planning, execution, and reporting of communications campaigns including 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.
- Proactive communications planning and counsel
 - Monitors key issues in mental health and mental illness and advises colleagues regarding reputational, process and political implications, risks and opportunities. Suggests communications approaches and recommends positioning and messaging CMHA National should take on campaign ideas, federation relations and other issues vis-à-vis the mental health sector and stakeholder groups.

Education & Qualification:

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

Experience:

- 7+ years of demonstrated experience in writing and content creation, with a focus on editing.
- At least 3 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 the marketing communications funnel and how content can engage audiences at each stage.
- A deep and thorough understanding of and expertise in social media platforms including Facebook, YouTube, Twitter, Instagram, Tik Tok and LinkedIn.
- Knowledge of SEO, SEM, digital strategy and current and emerging digital platforms (mobile, tablet, social, marketing automation, AI).
- Demonstrated experience with digital measurement and associated analytics and reporting tools including Google Analytics (GA4).
- Sound working knowledge of all aspects of web-based communications, including site development, site design and navigation, content creation and maintenance.
- Keep up-to-date with current developments and trends in digital communications and content knowledge.
- 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:

- Exceptional and proven substantive content development skills (strategy, editing, copyediting and proofreading) Exceptional attention to detail. Exceptional oral, written and digital communication, relationship management and presentation skills.
- Excellent project management skills, creative management skills and problem-solving skills.
- Effectively able to work under pressure and manage feedback from multiple stakeholders.
- Innovative thinker with strong organizational, interpersonal, and leadership skills.

- Able to create structure and implement best practices in a hybrid work setting.
- Exceptional leadership with a proven track record of inspiring teams to deliver innovative content strategies and foster a culture of creativity, collaboration, and continuous improvement.
- Highly motivated and passionate about mental health.
- Bilingual (French & English) is a significant asset.

Compensation: \$85,000-\$100,000 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 24 March 2024. The subject line should mention "National Senior Manager, Content". 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.