



Canadian Mental
Health Association
Mental health for all

Association canadienne
pour la santé mentale
La santé mentale pour tous



years of
community
ans dans la
communauté

Career Opportunity

National Senior Manager, Marketing & Communications Full-Time, 2 Years Contract, Hybrid Position

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 Manager, Marketing & Communications supports the development and execution of CMHA's brand strategy including its brand identity and new nationwide strategic plan. This role leads high visibility projects with significant impact across the organization. The role is responsible for flawless project management of a national brand refresh project and a new, 3-year nationwide strategic plan for the CMHA Federation.

The role works closely with the National Director, Communications and Marketing to engage stakeholders across CMHA's nationwide Federation. The role facilitates consultations across multiple groups, collects and provides feedback from stakeholders and delivers to appropriate parties.

The role manages relationships with external agencies and consultants to bring strategic brand objectives to life.

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:

- Project Management
 - Leads end to end project management for brand identity projects and nationwide strategic plan development
 - Creates detailed workback schedules and communicates timelines regularly Creates contact reports and identifies next steps/action items to keep projects on time and on budget
 - Manages assigned budgets including forecasts, actuals and reporting
 - Contributes to departmental planning activities and tools such as Asana
 - Establishes a process for Federation engagement, roles and responsibilities for brand refresh (in consultation with Director of Federation Relations and Director of Marketing and Communications)
- Brand Identity
 - Project lead for brand identity projects, including planning, coordinating teams, and managing workflow and timelines
 - Work with creative agencies, creative services, media relations to produce quality campaign materials used for organic or paid media campaigns as needed
 - Leads any public facing campaigns related to brand identity
 - Leads market research projects and reports back on results
- Stakeholder Engagement and Consultation

- Manages Federation consultations for brand identity projects and nationwide strategic plan development
- Engages with Senior Leadership Team regularly (presenting, collecting feedback, facilitating discussions, reporting)
- Consults with internal stakeholders as needed to inform strategies and workplans
- Collaborates closely with policy leads, researchers, workplace mental health specialists and other stakeholders to ensure accuracy and clarity of messaging
- External Agency Management
 - Leads Request for Proposals for external agencies
 - Onboards new agencies as required
 - Coordinates contracts, financial documentation
- Measurement & Reporting
 - Creates inputs for Board Presentations
 - Presentations for Senior Leadership Team
 - Creates KPIs for campaigns, Measures progress against KPIs and reports regularly
 - Provides proactive recommendations for ongoing and future campaign improvement
- Quality Assurance
 - Ensure brand standards are adhered to and collateral is free of errors (spelling, grammatical, etc.)
- Strategic counsel:
 - Monitors key issues in mental health and mental illness, fundraising, and advise the Director and other project leads 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, with a special emphasis on Quebec and French Canada stakeholders.
 - Evaluates effectiveness of our current brand and owned channels, shares findings and recommendations with Director
 - Conducts competitor analysis and shares market trends

Education & Qualification:

- University or college degree with a focus on marketing, PR, journalism, communications, health promotion or an equivalent combination of education, training, and experience applying skills within the field of mental health or social sciences.

Experience:

- 7+ years of demonstrated experience in Marketing Communications and/or Brand Management
- 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:

- Expert knowledge of project management
- Expert knowledge of issues, trends and new technologies for marketing, strategic communications, media and public relations
- Understanding of marketing and digital communications strategy, tactics, planning and development, including messaging, copy, campaigns, social media posts, blog articles, email marketing and newsletters
- Understanding of key issues in mental health, mental illness, public health, psychology and well-being, or interest in gaining expertise in this area
- 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

- A thorough understanding of and expertise in digital and social media platforms including Facebook, Google Analytics, YouTube, Twitter, Instagram, LinkedIn
- Interest in and knowledge of current developments and trends in media and communications

Skills:

- Exceptional project management skills
- Exceptional verbal and written communication skills Ability to transform complex ideas into simple messages
- Strong relationship building skills with the ability to build consensus, manage multiple stakeholder relationships, and inspire confidence in ideas, including among senior leaders
- Excellent time management and organizational skills for a deadline-driven environment
- Demonstrated experience working effectively with others to achieve the best results. Problem-solving skills, diplomacy, and flexibility that allows you to work with high energy, goal-oriented and creative people
- Understanding of media consumption habits and how that affects strategic marketing choices for different campaigns
- Creative thinker and compelling communicator
- Resourceful, hands-on self-starter with a strong work ethic and a collaborative, team-oriented style
- Exceptional relationship management and presentation skills. Ability to speak to groups of people in a variety of settings and to communicate effectively and professionally with outside vendors and guest speakers
- Flexibility with changing priorities and ability to remain focused to meet targeted timelines. Ability to work independently and collaboratively, and on various tasks simultaneously
- Highly motivated and passionate about mental health
- Fluency in English, written and spoken is essential. French is preferred but not required.

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 5 April 2024. The subject line should mention “National Senior Manager, Marketing & Communications”. 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.