



Canadian Mental  
Health Association  
*Mental health for all*

Association canadienne  
pour la santé mentale  
*La santé mentale pour tous*

## Career Opportunity

### National Senior Lead, Marketing & Communications

#### Full Time Permanent Position

**Position Summary:** This position will serve as the Marketing Communications lead for Brand, Advocacy, and Federation Relations marketing communications, under the supervision of National Director of Marketing Communications. The incumbent will be a key strategic partner to internal stakeholders providing marketing communications expertise and counsel across a number of projects.

This position creates integrated Marcomm strategies for national campaigns supporting the overall work of the organization, with input from the National Director of Marketing Communications. The position is primarily responsible for the strategic planning, project management and flawless execution of omni-channel, fully integrated campaigns (including traditional, digital, media relations, event promotion, corporate communications and social media). The role collaborates closely with marcomm colleagues and external agency partners to ensure flawless integration of campaigns and maximum public exposure for campaigns.

The position is responsible for cross-functional collaboration and the leadership of cross-functional groups with minimal oversight. The incumbent will independently leads the facilitation of working groups on complex projects including Mental Health Week, ensuring feedback from complex groups is solicited, understood and integrated into their strategies. The position also represents Marketing Communications to the greater CMHA Federation including working groups, Federation committees and Federation-wide presentations.

The position fosters a solid understanding of mental health and substance use current events and uses this knowledge to provide strategic counsel to internal teams on related brand, advocacy and federation communications.

**About CMHA:** Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health network 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.

At Canadian Mental Health Association, diversity, equity, and inclusion are essential to servicing communities across Canada with care, and we're ranked 11th out of 200 organizations on Forbes' [Canada's Best Employers for Diversity](#) for 2024. Canadian Mental Health Association is also committed to fostering an environment where our people have a life outside of work and are supported to grow. We've been listed among [Canada's Best Employers](#) by Forbes for two years, currently ranked 11th out of 300.

**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:

1. Strategic leadership and planning:
  - a. Creates detailed marketing communications strategies for Brand, Advocacy and Federation Relations communications.
  - b. Works with MarComm team to build fully integrated strategies (media, traditional, digital, social)
  - c. Works closely with internal stakeholders to understand their objectives and how MarComm can support them; creates compelling Marcomm strategies to support objectives.
  - d. Fosters a solid understanding marketing communications trends and best practices.
  - e. Proactively suggests communications approaches and recommends positioning and messaging CMHA National should take.
  - f. Fosters an understanding of mental health and substance use health current events and uses this knowledge to provide proactive communications counsel.
  - g. Thoughtfully plans limited budgets for maximum impact.



2. Elevating CMHA's Brand:
  - a. Lead CMHA's annual Mental Health Week campaign.
  - b. Work with Media Relations colleague to maximize national press coverage.
  - c. Determine brand support needs of the CMHA Federation and drive their creation.
  - d. Work with NCPLE (National Council of People with Lived Experience) to tell authentic stories from our community.
  - e. Responsible for ensuring high quality of all major campaigns and elements (including but not limited to publications and products) in French and English.
  - f. Identifies any potential brand risks for CMHA and proposes solutions to mitigate or lessen these risks.
3. Creation and flawless execution of MarComm campaigns and projects:
  - a. Lead communications campaigns for Brand, Federation Relations and Policy/Research (advocacy) initiatives as assigned (ie. Mental Health Week, public advocacy campaigns, Federation Conference).
  - b. Project management of campaigns from inception to execution; create strategy, brief, timeline, budget for integrated, omni channel campaigns (owned, earned and paid).
  - c. Work with creative agencies, internal creative services, media relations, to produce quality campaign strategies and assets.
  - d. Key contributor to the conception and development of corporate communications (including impact reports, brochures, web copy, letters, email marketing materials).
  - e. Collaborate closely with federation relations, policy leads, workplace mental health specialists and other stakeholders to ensure accuracy and clarity of messaging and products.
  - f. Manages relationships with external vendors, advertising agencies, web developers, freelance writers and designers as needed.
4. Cross-functional collaboration and facilitation:
  - a. Leads assigned projects independently with minimal supervision
  - b. Project lead for regular and special projects, including planning, coordinating implementation teams, and managing workflow and timelines.
  - c. Facilitates working group discussions and solicits input from cross-functional teams.
  - d. SME support on special projects like CMHA national conference.
  - e. Participation in Federation Marcomm committees.
5. Departmental Planning:
  - a. Leads departmental planning activities for Brand, Advocacy and Federation Relations.
  - b. Plans and manages assigned budgets including forecasts, actuals in collaboration with Associate Director.
  - c. Monitors campaign spend and advises on future plans.
  - d. Utilises departmental planning activities and tools such as Asana, Editorial calendar, Annual planning
  - e. Works collaboratively with internal stakeholder groups for planning activities.
  - f. Finds and suggests efficiencies and new approaches to streamline workflows and maximize small budgets.
6. French Market & Campaigns:
  - a. Suggest communications approaches and recommends positioning and messaging CMHA National should take in Quebec and for French Canada stakeholders in consultation with our translation staff and/or agency.
  - b. Builds an understanding of the French market and mental health and substance use issues in French Canada.
7. Measurement & Reporting:
  - a. Creates measurable KPIs for all campaigns.
  - b. Measures progress against KPIs and reports regularly.
  - c. Provides proactive recommendations for ongoing and future campaign improvement.
  - d. Provides presentations for senior leadership on a quarterly basis.



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**Education:**

- University or college degree in marketing, communications or an equivalent combination of education, training, and experience applying skills within the field of marketing communications.

**Experience:**

- Minimum of 7 of years working experience in Marketing Communications and/or Brand Management preferably in a multi-level organization within diverse communities.
- Mental health/healthcare or health promotion experience is an asset.

**Knowledge:**

- 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 Microsoft Office Suite (Word, PowerPoint, Excel), and database management programs.
- A thorough understanding of and expertise in digital and social media platforms including Facebook, Google Analytics, YouTube, Twitter, Tik Tok, Instagram, LinkedIn.
- Interest in and knowledge of current developments and trends in media and communications.

**Skills and Abilities:**

- Fluently in English, written and spoken is essential.
- Strategic communications thinker and compelling communicator.
- Excellent project management and time management skills for a deadline-driven environment.
- Strong relationship building skills with the ability to build consensus, manage multiple stakeholder relationships, and inspire confidence in ideas, including among senior leaders.
- Ability to transform complex ideas into simple messages and use creative visuals to illustrate ideas.
- Understanding of media consumption habits and how that affects strategic marketing choices for different campaigns.
- Excellent cross-functional facilitation skills.
- Resourceful, hands-on self-starter with a strong work ethic and a collaborative, team-oriented style.
- 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.
- 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.
- Strong oral and written French skills a strong asset; bilingualism preferred.

**Compensation:** \$85,000 – \$91,000 per year commensurate with experience and qualifications; 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, pension, employee assistance program, flexible schedule, paid time off (vacation, sick and work life balance days), wellness program, work from home, hybrid work.

**Working conditions:**



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- This is a full-time position, working standard office hours (currently 35 hours/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 and cover letter by **November 25** to [careers@cmha.ca](mailto:careers@cmha.ca). The subject line should mention **National Senior Lead, Marketing and 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](http://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.*