



Canadian Mental  
Health Association  
*Mental health for all*

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

## Career Opportunity

### National Senior Lead, Donor Growth and Engagement (Corporate)

#### Full-time, Permanent Position

**Position Summary:** The National Senior Lead, Growth and Engagement (Corporate), is responsible for developing and securing high-value corporate partnerships that align with CMHA's mission and strategic goals. Reporting to the National Director of Fund Development, this role will lead corporate fundraising efforts, securing high-value sponsorships and philanthropic contributions while fostering long-term relationships with corporate donors. The successful candidate will also provide strategic guidance to align with prospects' corporate social responsibility (CSR) initiatives and CMHA's sponsorship and programmatic opportunities, ensuring sustainable revenue growth.

**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 national head office, located in downtown Toronto. To encourage collaboration and explore new ways of working, CMHA National supports a 4-day reduced work week, operating as a hybrid model with 2 days in the office.

#### Position Responsibilities:

1. Corporate Fundraising & Partnership Development:
  - i. Identify, cultivate, and secure high-value corporate partnerships, sponsorships, and philanthropic commitments.
  - ii. Implement CMHA National's Corporate fundraising strategy and operational plan to expand the organization's corporate donor portfolio.
  - iii. Lead negotiations and proposal development to secure corporate funding agreements.
  - iv. Build and maintain relationships with senior corporate executives, CSR teams, and corporate foundation leaders.
  - v. Design compelling sponsorship packages and customized partnership opportunities.
  - vi. Monitor industry trends to identify new corporate fundraising prospects and CSR initiatives.



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2. Corporate Engagement & Stewardship
  - i. Develop and implement corporate donor stewardship strategies to enhance retention and long-term engagement.
  - ii. Plan and execute corporate recognition activities, including reports, events, and tailored impact updates.
  - iii. Work cross-functionally with internal teams to deliver high-quality partnership activations.
  - iv. Ensure compliance with partnership agreements and oversee corporate donor acknowledgment processes.
  
3. Strategic & Internal Collaboration
  - i. Design and implement CMHA's cause marketing offering, to ensure brand and values alignment as well as income generation from corporate initiatives.
  - ii. Collaborate with marketing and communications teams to integrate corporate partners into CMHA's campaigns.
  - iii. Provide guidance and training to internal teams on corporate fundraising best practices.
  - iv. Work closely with finance and legal teams to ensure seamless contract management and reporting.
  - v. Support CMHA divisions and branches in corporate engagement efforts to maximize national fundraising impact

**Education:**

- University or college degree in business commerce, marketing, corporate social responsibility or an equivalent combination of education, training, and experience.

**Experience:**

- A minimum of 7 years of experience in corporate fundraising, sponsorship sales, or corporate social responsibility, in the position of a fund development or partnership lead in the not-for-profit or charitable sector, or an equivalent combination of experience and skills
- Mental health/healthcare or health promotion experience is an asset.
- Demonstrated success in securing six-figure corporate partnerships.
- Proven track record of negotiating complex funding agreements and partnership deals.
- Experience working with national and multi-stakeholder organizations.
- Extensive experience in prospect research, prospect funnel (pipeline) management, and corporate donor stewardship.



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### **Knowledge:**

- Strong understanding of corporate sponsorship trends, CSR strategies, and cause marketing.
- Expert working knowledge of CRM systems (Salesforce preferred) for pipeline tracking and reporting.
- Understanding of fundraising compliance, tax receipting, and sponsorship valuation best practices.
- 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.
- Knowledge of mental health, social impact, and corporate giving best practices is an asset.

### **Skills and Abilities:**

- Strong relationship management skills with the ability to engage and influence corporate leaders.
- Excellent proposal writing, presentation, and negotiation skills.
- Strategic and data-driven approach to corporate fundraising and revenue generation.
- Exceptional organizational and project management abilities.
- Ability to work collaboratively in a federated structure with multiple stakeholders.
- 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.
- Exceptional organizational and time management skills with a strong attention to detail.
- Exceptional verbal and written communication, relationship management, and presentation skills.
- Sensitivity to, and ability to work with, a diverse staff team.
- Resourceful, hands-on self-starter with a strong work ethic and a collaborative, team-oriented style.
- Capability to work independently or within group dynamics.
- Innovative thinker with strong organizational, interpersonal, and leadership skills.
- Creative problem solver with the ability to assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations to resolve the problem.
- Highly motivated and passionate about mental health.
- Bilingual (French & English) would be an asset.



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**Compensation:** \$75,000 – \$85,000 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:**

- This is a full-time position, working standard office hours (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 April 3, 2025 to [careers@cmha.ca](mailto:careers@cmha.ca). The subject line should mention National Senior Lead, Donor Growth and Engagement (Corporate). 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.*