



**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 Contract Maternity Leave (18 months) Position

**Position Summary:** This position leads the development and execution of national bilingual marketing and communications campaigns supporting the overall work of the organization. The role is responsible for strategic planning, consultation and flawless execution of campaigns in support of Programs and Fund Development organizational objectives (fundraising and revenue generation). The role is a strategic partner to internal stakeholders and provides marketing communications expertise across a number of projects.

The role creates and leads fully integrated marketing communications strategies and associated campaigns including traditional, digital, media and social media. The role collaborates closely with MarComm colleagues (and external partners as needed) to ensure flawless integration of campaigns and maximum public exposure for campaigns.

The role collects and provides feedback from stakeholders and delivers it to appropriate parties. The role ensures feedback is addressed and that all outgoing work meets a high standard of quality work (delivers on brief, adheres to brand standards, free of errors.)

**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. Creation and execution of MarComm campaigns and projects:
  - Lead marketing communications strategies for Programs and Fund Development initiatives as assigned. (ie. Not Myself Today, Workplace Training, Giving Tuesday, The Push Up Challenge)
  - Creates strategy, brief, timeline, budget for integrated, omni channel campaigns. (owned, earned and paid).
  - Consults with MarComm colleagues as needed to inform strategies and workplans. (media, creative services, etc.)
  - Works with Creative Services, Agencies, to produce integrated, quality campaign materials used for organic or paid media campaigns.
  - Project lead for regular and special projects, including planning, coordinating implementation teams, and managing workflow and timelines.
  - Key contributor to the conception and development of Fund Development campaigns, stewardship and corporate communications (including impact reports, brochures, web copy, letters, email marketing materials).
  - Collaborate closely with fundraisers, project managers, workplace mental health specialists and other stakeholders to ensure accuracy and clarity of messaging and products.
  - Manages relationships with external vendors, advertising agencies, web developers, freelance writers and designers as needed.
2. Digital Marketing Strategy & Execution



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- Develop understanding of products offered from CMHA National through the Fund Development and Programs departments including workplace training services, fundraising opportunities, etc., their unique audiences and marketing needs in order to develop strategic marketing plans.
  - Collaborate with Fund Development and Programs departments to determine budget spends based on objectives and available resources.
  - Design and execute paid media campaigns including social media advertising Google search advertising and Bing search advertising.
  - Design and execute lead generation campaigns in partnership with Social Enterprise colleagues.
  - Provide regular reports and in-depth analysis on campaign performance, and advise departments on best practices, efficiencies and optimizations to achieve objectives and maximize budget spends.
  - Oversee external digital marketing agency to ensure Google Grants and Paid Search accounts and campaigns are maintained, are strategic, and follow budgets.
  - Organic Social Media Strategy: Advise on non-paid (organic) strategies including social media for all integrated marketing campaigns.
  - Advise on SEO best practices for web-based communications.
3. Departmental Planning
- Manage assigned budgets including forecasts, actuals in collaboration with the Associate Director.
  - Contributes to departmental planning activities and tools such as Asana, Editorial calendar, Annual planning.
  - Works collaboratively with internal stakeholder groups for planning activities.
4. Measurement & Reporting
- Creates KPIs for all campaigns.
  - Measures progress against KPIs and reports regularly; leads quarterly results report for MarComm department.
  - Provides proactive recommendations for ongoing and future campaign improvement.
  - Provides presentations for senior leadership as needed.
5. Quality Assurance:
- Responsible for ensuring high quality of all major campaigns and elements. (including but not limited to publications and products) in French and English.
  - Ensure brand standards are adhered to, and collateral is free of errors. (spelling, grammatical, etc.)
6. Communications planning and counsel:
- Monitor 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.
  - Works with volunteers as needed to tell authentic stories from our community.

**Education:**

- A bachelor's degree in 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.



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**Experience:**

- 5 to 7 years of experience in marketing and communications in the not-for-profit or charitable sector or a comparable combination of experience and skills.
- Demonstrable success in communications and marketing impact.
- Demonstrable success in revenue generation through marketing (fundraising, social enterprise, lead generation).
- Experience in a charitable or non-profit environment, with a focus on health, mental health, public health or population health is an asset.
- Demonstrated experience working effectively with others to achieve the best results.
- Experience delivering or receiving peer support services would be an asset.
- Lived experience with mental illness including addiction, either through self or a loved one, would be an asset.
- Health care/not-for-profit experience preferred but not required.

**Knowledge:**

- Expert knowledge of integrated marketing strategy and communications
- Deep expertise in digital and social media platforms including Facebook, Google Ads, Google Analytics, YouTube, Twitter, Instagram, LinkedIn, WordPress.
- Experience with fundraising and/or revenue, lead generation with solid results
- Expert knowledge of issues, trends and new technologies for marketing, strategic communications
- 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, Canva, Asana, spreadsheets, and database management programs.
- Interest in and knowledge of current developments and trends in media and communications.

**Skills and Abilities:**

- Creative thinker and compelling communicator.
- Fluent in the English language with exceptional verbal and written communication skills.
- 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.
- Strong relationship building skills with the ability to build consensus, manage multiple stakeholder relationships, and inspire confidence in ideas, including among senior leaders.
- Resourceful, with a strong work ethic and a collaborative, team-oriented style.
- Excellent project management and time management skills for a deadline-driven environment.
- Problem-solving skills, diplomacy, and flexibility that allows you to work with high energy, goal-oriented and creative people.
- 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.
- Strong oral and written French skills a strong asset but not required.

**Compensation:** \$ 80,000 – \$ 90,000 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, employee assistance program, flexible schedule, paid time off (vacation, sick, and work life balance days), wellness program, work from home, hybrid work.



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**Working conditions:**

- 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 to Indeed by **June 4, 2025**.

<https://ca.indeed.com/job/national-senior-lead-marketing-communications-1082f4c820dbf6b1>

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.*