



Knightsbridge



## POSITION PROFILE

**Organization:** Lung Health Foundation  
**Position Title:** Vice President, Marketing and Strategic Initiatives  
**Reports to:** Executive Vice President  
**Location:** Toronto, Ontario



**Reimagining itself to better serve Canadians, the Ontario Lung Association is forging ahead as the Lung Health Foundation and a bold new plan to more effectively deliver on its mission of helping Canadians improve their lung health. Lung Health Starts Now!**

**Imagine a future where people living with lung cancer have a fighting chance. Where no one loses a loved one to asthma. Where people with chronic obstructive pulmonary disease (COPD) live their lives to the fullest. Where older adults don't lose their independence in life. And where future generations don't suffer the debilitating effects of lung disease.**

**The Lung Health Foundation is committed to making this future a reality. And this new future starts now.**

**The Lung Health Foundation's mission is to improve the lung health of Canadians, and this will be achieved through:**

- **Groundbreaking research;**
- **Policy and practice change;**
- **Urgently needed programs and support; and**
- **Public education around lung health issues.**

**And at the heart of it all? Helping those who have been impacted by lung disease.**

## THE OPPORTUNITY

With a new brand and an exciting new strategic vision to help Canadians breathe, the Lung Health Foundation is looking for an experienced leader for the role of Vice President, Marketing and Strategic Initiatives.

Reporting to the Executive Vice President, and as a key member of the Senior Leadership team, this is a unique opportunity to use creativity, leadership, and strategic thinking to tell the Lung Health Foundation's story, building its brand and driving the change needed to improve the lives of those living with lung cancer, asthma and COPD.

The Vice President will be responsible for leading: marketing and communications; community giving and events; direct response; and public affairs and policy -- building brand awareness, positioning the Lung Health Foundation as a leader in the field of lung health, growing its fundraising potential, driving policy direction, and engaging the community and Lung Health Foundation stakeholders. The Vice President also supports the Marketing Council of the Board.

The Vice President, Marketing and Strategic Initiatives will have a unique opportunity to utilize skills and experience to make a significant impact by:

- Developing and implementing integrated marketing, communications and policy strategies to build the Lung Health Foundation brand, generate greater awareness and support, and create the change needed to meet our organizational goals
- Increasing awareness of, and building affinity for, the Lung Health Foundation amongst all stakeholder groups through a broad range of communication and marketing initiatives, ensuring messaging:
  - Aligns with the vision, mission and values of the Lung Health Foundation;
  - Tells a story through a consistent brand narrative;
  - Promotes approved strategies, programs, and events, and supports approved positioning and goals;
  - Utilizes appropriate platforms, including website, social media, print, radio, television, etc.;
  - and
  - Protects and builds the Lung Health Foundation's brand image and strong reputation.
- Monitoring business plans and budgets, and measuring the success of communication and marketing initiatives to ensure the return on investment meets organizational objectives and goals
- Providing the organization with interpretation of market trends and emerging issues that could impact the organization, offering market insights and external views
- Overseeing the organization's public affairs strategy and program, working closely with the Executive Vice President
- Leading provincial and national projects in the areas of policy and public awareness to develop policy recommendations and foster behavior change within key areas of focus
- Developing and executing policy forums aimed at tackling relevant and timely issues facing healthcare in order to advance public policy
- Developing position statements and policy-based white papers as required
- Creating and executing innovative marketing and public relations strategies
- Leading cause-marketing campaigns in collaboration with other members of the marketing, communications and development team
- Overseeing Direct Response, including the organization's direct mail and campaign programs
- Overseeing the organization's community giving program, including key events
- Developing and implementing communications and media strategies for all media including print, digital and social, seeking innovative opportunities to tell the Lung Health Foundation story
- Coordinating all media relations and acting as the media liaison and key contact for the Lung Health Foundation
- Leading the development of key communication vehicles, including newsletters and the Lung Health Foundation's Annual Report, including writing copy, working with external suppliers, and gathering information from all relevant program areas
- Leading internal communications
- Working closely with the development and program teams to build a culture of collaboration and integration
- Identifying opportunities for the Lung Health Foundation leadership to cultivate and enhance relationships with external audiences
- Overseeing scripting and coaching to the President and CEO, Executive Vice President, and other spokespersons for both internal and external communications
- Working collaboratively and in partnership with other like-minded organizations on advocacy and public awareness initiatives
- Building an effective team, establishing goals, setting priorities, managing performance, providing mentorship, and identifying training and development opportunities.

## THE IDEAL CANDIDATE

The ideal candidate will demonstrate the following experience, knowledge, skills and abilities:

- Relevant experience in progressively senior roles, ideally in a health-related not-for-profit organization, with a track record of success in marketing, communications, public affairs, and strategy;
- Extensive knowledge, experience and skills in marketing and communications, with a focus on brand management and strategic communications;
- Broad knowledge of advocacy, public affairs and government relations;
- Excellent strategy development, team building, change management, and problem-solving skills
- Highly capable of thinking and acting strategically, providing attention to detail, while considering the 'big picture';
- Ability to identify strategic opportunities, and to propose and develop solutions in line with the organization's goals;
- Strong leadership skills and abilities, with the ability to be a change agent, inspiring both internal and external stakeholders;
- Superior communications skills: written, oral, interpersonal and presentation skills;
- Proven ability to be creative and innovative, with a solid track record of success;
- Experience playing a leading role in the introduction and transition to a new organizational brand would be an asset;
- University or College degree;
- Fluency in French would be an asset.

## Why the Lung Health Foundation?

We offer a competitive compensation package that includes employer-paid group benefits, group RRSP match, paid annual vacation, professional development, and flexible working arrangements.

We also offer a dynamic work culture based on our core values:

- To be life-changing;
- To be comfortable with being uncomfortable;
- To be transparent;
- To collaborate;
- To be nimble and quick to act;
- To be the first to listen; and
- To be patient centered.

*The Lung Health Foundation is committed to providing a barrier-free work environment in concert with the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code. As such, the Lung Health Foundation will make accommodations available to applicants with disabilities upon request during the recruitment process.*

*The Lung Health Foundation is an Equal Opportunity Employer and prohibits discrimination and harassment of any kind: the Lung Health Foundation is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at the Lung Health Foundation are based on business needs, job requirements and individual qualifications, without regard to race, colour, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, family or parental status, or any other status protected by the laws or regulations in the province where we operate.*



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## CONTACT INFORMATION

Should you have any questions regarding this important and meaningful opportunity, or wish to forward a cover letter and current resume for consideration, please contact:

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## About Amrop Knightsbridge - [www.amropknightsbridge.com](http://www.amropknightsbridge.com)

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