



## Anishnawbe Health Foundation

### ***Our Vision***

Healthy Indigenous peoples contributing to sustainable urban communities.

Are you a change maker who wants to be a part of shaping the future of health care for Indigenous peoples in Canada? We are a team of visionary leaders, building future pathways for a better tomorrow.

Anishnawbe Health Foundation (AHF) is a registered Indigenous charity that works with generous donors and partners to support improved health and wellness for the Indigenous community in Toronto.

We are currently hiring a **Senior Manager - Marketing, Communications and Donor Relations**. Reporting to the Foundation's Executive Director, the Senior Manager, Marketing, Communications & Donor Relations will be a multi-media storyteller working in collaboration with the AHF's partner, Anishnawbe Health Toronto (AHT) to build long-term relationships with diverse constituent groups. As a main communicator between the AHT, the internal and the external stakeholders, the Senior Manager will develop and implement a variety of communications and content strategies to increase community visibility, enhance awareness, maintain organizational sustainability, and affirm donor engagement. This role will foster success through timely and accurate representation of accomplishments and effective storytelling to build donor confidence and enhance the Foundation's profile and values. Through communication campaigns and initiatives, the Senior Manager helps drive brand awareness and positioning, and supports both fundraising efforts and mission activities.

### **PRIMARY ROLE RESPONSIBILITIES**

- Create and execute strategic communication plans, encompassing both external and internal communications, to align with the Foundation's goals.
- Develop and implement a social media strategy for the Foundation to engage strong online support including writing posts, live events/tweeting.
- Collaborate with the Executive Director to develop, maintain and evaluate the Foundation's communications and marketing strategies.
- Manage event logistics and support for third party events and cultivation/stewardship activities.
- Conduct regular evaluation and analysis of communication efforts, providing recommendations for improvement and innovation.



## Anishnawbe Health Foundation

- Working in consultation with the Executive Director and donor relations team, create fundraising campaign materials to meet fundraising objectives.
- Manage content and updating for the website with relevant news, event listings, etc. and create featured content such as donor/client profiles.
- Manage digital advertising and Google Ad grants opportunities.
- Create high-quality and engaging communication materials, including news releases, articles, speeches, and presentations.
- Ensure consistent messaging across all communication platforms.
- Write briefing materials for senior volunteers (key messages, speaking notes)
- Foster collaborative relationships with internal stakeholders, including executive leadership, advocacy, research, healthcare professional education, and fundraising teams.
- Build and maintain strong relationships with the news media at local, regional, and national levels.
- Serve as the primary point of contact for media inquiries, providing strategic and accurate responses that protect and enhance the Foundation's reputation.
- Coordinate media interviews, identify and coach subject matter experts and ensure they are well-prepared to deliver key messages.
- Work with the Senior Development Officer, Donor Relations, to develop and execute an annual stewardship plan for major donors and third-party event organizers, including updates on the capital project.
- Work with the Senior Development Officer, Donor Relations to develop a marketing strategy to attract annual and monthly donors for the Foundation.
- Develop a response strategy to thank donors in a timely and professional manner.
- Develop and implement strategies for effective crisis communication and issues management.
- Monitor and assess potential risks and issues that may impact the Foundation's public profile and reputation.
- Respond promptly and strategically to mitigate risks and maintain brand's integrity.



## Anishnawbe Health Foundation

### QUALIFICATIONS

#### Education

- University degree or diploma in Marketing, Communications, Journalism, Public Relations, and/or equivalent combination of education and experience.

#### Experience

- Demonstrated knowledge of Indigenous Worldviews through lived experience.
- A minimum of 7 years' experience in Marketing and Communications or an equivalent combination of education and experience.
- A minimum of 5 years' experience working for a charitable organization, managing events, and communications.
- Demonstrated experience and proficiency using donor software/database such as, (Salsa Engage/Raiser's edge software, MS Office applications, and email marketing software including pulling reports and online marketing modules.
- Demonstrated proficiency in Adobe Creative Cloud (Photoshop, InDesign, and Illustrator).
- Experience with fundraising campaigns, event management, and leading the creation of annual reports etc.
- Experience with donor relationships is preferable.
- Knowledge of the Indigenous community in Toronto and passion about healthcare and Traditional Healing practices are an asset.
- Experience working with volunteers and committees, particularly fundraising committees, is an asset.
- Previous media relations experience.
- Excellent verbal, written communication and presentation skills
- Time management, organization skills, and professional demeanor.
- Demonstrated judgement and ability to model appropriate professional, ethical and collaborative behaviours.
- Demonstrated experience to move projects forward according to timeline with a problem-solving orientation.
- Ability to work independently or as part of a team.
- Flexibility is required as local travel and occasional evening and weekend work is necessary.
- A valid driver's license and access to a vehicle is an asset.



## Anishnawbe Health Foundation

### Benefits

- AHF offers a competitive salary, a compensation benefits package that includes RRSP matching, excellent health benefits, and vacation pay.
- Hybrid workplace that provides flexibility from home and in the office (3 days in office and 2 at home).
- A supportive workplace environment committed to your professional development.
- Being a part of shaping the future of health care for Indigenous people in Canada.

### How to Apply

Submit your resume and cover letter by **September 18, 2023** with Senior Manager, Marketing and Communications, Donor Relations in the subject line to: [CareersAHF@aht.ca](mailto:CareersAHF@aht.ca). No phone calls or agencies please.

Anishnawbe Health Foundation is committed to an inclusive and accessible, recruitment and selection process that reflects the people it serves. This position is open to qualified people interested in the position with preference given to qualified First Nations, Inuit and Métis candidates.

We thank all applicants for applying for this position, however you will be contacted for the next step, only if your candidacy is being considered.

**For more information about Anishnawbe Health Foundation please visit:**  
<https://supportanishnawbe.ca/>