



Job Description:

Director, Marketing & Communications (Toronto)

The Opportunity:

Reporting to the Vice President of Corporate Partnerships, Marketing & Events, the Director of Marketing & Communications will support the financial growth of True Patriot Love (TPL) through the execution of integrated marketing, communications and CRM strategies that leverage our established brand. As a leading marketing and communications staff person, you will work closely with the Vice President in running all facets of the organization's marketing and communications activities. You will play a critical role in driving national brand awareness and executing multi-faceted marketing and PR campaigns that bring the mission of TPL to donors, volunteers, corporate partners, event participants and the Canadian public at large. The Director will oversee all multi-channel donor communications including a strategy for building revenue in programs such as annual/monthly giving. In addition, you will work with the VP to help enhance and run TPL's cause-related marketing campaigns, with the goal of increasing the depth, breadth and financial contribution of these campaigns. TPL is a fast-growing, entrepreneurial charity with exciting goals. The person chosen for the role will have the opportunity to move fast, think quickly, create and innovate, and make a difference for TPL and the Canadians it serves.

The Ideal Candidate:

As a senior marketing and communications professional at TPL, you will be passionate about telling our amazing success stories in our work with military, Veterans and their families, and you will be relentless in your pursuit of creating highly professional and effective marketing and communication campaigns.

A seasoned marketing and communication generalist, you have a wide range of experience in executing marketing and communications strategies, CRM initiatives, public relations campaigns, enhancing cause-related programs, enlisting and managing communication vendors, and developing strategic relationships with national media sources – all with the goal of reaching fundraising targets and mission-based objectives.

As a revenue-driven organization, TPL will be looking for candidates with a track record of successfully executing CRM-related initiatives such as monthly and annual giving in the nonprofit sector and customer lifecycle marketing.

You are confident in taking the lead as a key marketing and communications professional within an organization and have no problem lending your opinion and experience. You have a consultative approach and provide positive guidance to those you support, while at the same time being open to receiving feedback and mentorship from senior people in the organization. You stay current with trends

STRONGER MILITARY FAMILIES



and best practices, and will bring this analytical thinking to TPL. Being both strategic and hands-on will serve you well in this fast-growing, entrepreneurial charity.

A track record working with small budgets and big aspirations has led to you to successfully execute highly innovative marketing and communications campaigns that have achieved national recognition. People who succeed at TPL are passionate, smart, positive and can work independently without a lot of guidance or supervision. They are mature, hardworking and enjoy working in a fast-paced, dynamic and collaborative environment.

Key Accountabilities:

Strategy & Planning

- Build out and integrate existing strategies for brand stewardship, marketing, communications and donor relations to increase the awareness of TPL's work with donors, partners, stakeholders, and the Canadian public at large in ways that will help increase fundraising.
- As part of the above, enhance existing social media plan in leveraging TPL's brand assets.

Marketing & Brand Messaging

- Work with TPL staff and key stakeholders in developing and rolling out brand messaging that illuminates the many success stories of TPL and their granting organizations to donors, partners and the general public.
- Integrate brand messaging across all platforms, particularly those designed to engage and attract donors.
- Raise TPL's existing brand strategy to new levels, especially as it relates to events and expeditions.
- Build TPL's social channels, ensuring all touch points have a consistent look and feel.
- Continually assess cross-industry, best-of-breed practices, new business models and techniques to enhance impact and efficiency of TPL's integrated marketing strategy.

Strategic Communications & PR

- Implement (and refine as necessary) TPL's multi-faced PR campaign to raise the profile of the direct benefits of TPL funding to the military community amongst several target groups, including corporate Canada, TPL donors, the Canadian Armed Forces, military families and the Canadian public.
- Leverage TPL stories more than ever before, with an emphasis on speaking to everyday Canadians through a mass communications strategy.
- Write speaking notes and related communications for the Board Chair, Board members and CEO.
- With the support of a national PR agency, create and execute new marketing strategies for the TPL expeditions.
- Execute an earned media plan that leverages key media partnerships and identifies the financial benefits to TPL.

STRONGER MILITARY FAMILIES



- Provide tactical support on all collateral materials including: newsletters, impact reports, proposals, RFP's, annual reports, case for support, sponsorship decks and corporate brochures.
- Prepare and update a proactive PR plan that identifies and mitigates potential risks.

Customer Relationship Management and Analysis

- Create and run an integrated, CRM-based donor communications and stewardship program that will connect to and engage existing donors, upsell donations among existing donors, and help attract new ones.
- From this work, lead the creation and application of CRM insights to inform customer experience across the various channels.
- Establish success metrics for integrated marketing and communications strategy.
- Regularly analyze channel and campaign strategies, and measure the effectiveness of all marketing media utilized, adjusting strategies and tactical implementation as needed.

Fund Development & Granting

- Develop methods to improve retention of donor base, enhance donors' giving and participation in TPL events, and cultivate new donors through incentives and other tools.
- Support direct response marketing program with a donor-centric stewardship program, delivering ongoing communications materials that demonstrate impact and accountability.
- Develop benefit statements to enhance donor participation and engagement.
- Work closely with TPL programs (e.g., major gifts, corporate partnerships and events) to ensure they have materials to help them achieve their fundraising objectives.

Vendor Relations

- Manage key relationships with all outsourced and pro-bono communication and marketing companies, inspiring them to give and do more.
- Enhance these agency relationships to build stronger bonds between them and TPL.
- Develop clearly articulated success criteria for agencies working with TPL.

Team Support

- Help TPL executives meet their respective objectives through the targeted support of marketing and communication advice and activities.
- Support, mentor and motivate marketing and communications staff.

STRONGER MILITARY FAMILIES



Qualifications & Required Skills:

- A marketing and communications professional in a nonprofit, revenue-driven organization. Consideration will be given to private sector marketing and communications professionals.
- Excellent written communication skills, with experience writing speeches, stewardship communications (proposals, impact reports), blogs and related items.
- A marketing and communications generalist comfortable with taking on a variety of tasks – including PR initiatives – across traditional media and new media.
- A season CRM marketing professional is a must for this role.
- Experience developing, executing and measuring the success of integrated marketing, communication and PR strategies.
- Demonstrated track record of increasing brand awareness and revenue with the creativity to do so with tight budgets.
- Experience using relational databases to extract data and manage information input.
- Proven ability to analyze marketing results, statistically and qualitatively.
- Results-oriented focus, a driven attitude and an entrepreneurial approach to philanthropy and problem solving.
- Experience working with fundraising staff to develop and execute cause-related marketing programs is an asset.
- Track record of building highly effective relationships with a variety of stakeholders, including media contacts, communication vendors, donors, corporate partners and internal stakeholders.
- Solid skills as a project manager.
- Flexible, collaborative mindset and creative thinker, comfortable with ambiguity and evolving priorities.
- Ability to speak French an asset, as is military service or exposure to the military community.

Additional Information:

This role is located at Bay and Bloor in Toronto.

If you meet the criteria above and are interested in applying for the position, please send your resume and cover letter to sandra@searchsmart.ca or call Sandra Paquette at 416-763-0404.

We are actively recruiting for this position, so to ensure you are given due consideration for this opportunity, interested candidates should send their resumes as soon as possible. Only those qualified for the role will be contacted.

STRONGER MILITARY FAMILIES



About True Patriot Love Foundation:

True Patriot Love Foundation (TPL) is a national charity dedicated to providing Canadian military and Veteran families with the support they need and the hope they deserve. Since 2009, TPL has provided \$25 million to fund innovative research and support 750 community-based programs across the country. By addressing the unique challenges resulting from military service including mental health, physical rehabilitation, transitioning to civilian life, and the special needs of children, TPL has helped change the lives of more than 25,000 military families.

TPL's signature event, the Toronto Tribute Dinner, attracts approximately 1100 people and raises approximately \$2M each year. As TPL has gained traction on the national stage, successful tribute dinners have been organized throughout the country, including the most recent Winnipeg Dinner which raised \$1M.

TPL has produced ambitious expeditions around the world since 2012, including Island Peak (Himalayas), the Magnetic North Pole and Vincent Massif (Antarctica). These unique adventures pair prominent civilian business leaders with injured Veterans with the aim to: 1) raise funds for crucial programs for military families; 2) educate the Canadian public about the challenges facing our Veterans through a multi-faceted PR campaign; 3) educate business leaders on the unique skills that Veterans bring to a corporate work environment; and 4) create lasting mentorship opportunities for Veteran participants.

STRONGER MILITARY FAMILIES