The Royal Ottawa Health Care Group (Royal) is embarking on its first Integrated Strategic Plan covering its three organizations; the Royal Ottawa Health Care Group, the University of Ottawa Institute for Mental Health Research (IMHR) and the Royal Ottawa Foundation for Mental Health (Foundation). To support this new strategy, the Foundation is embarking upon our most ambitious fundraising campaign to date!

The Foundation raises funds to support the best possible patient care and leading-edge research provided by the Royal and the IMHR. As a not-for-profit, arms-length fundraising organization governed by a dedicated and skilled volunteer Board of Directors, we:

- Focus on improving the health and lives of those living with mental illness
- Communicate with our donors openly, honestly and transparently
- Demonstrate integrity in our financial management and disbursement of donor funds

**BE A PART OF TRANSFORMING LIVES THROUGH LEADING-EDGE MENTAL HEALTH CARE AND RESEARCH**

We are seeking a President, Foundation/VP Brand & Marketing, ROHCG. Reporting jointly to the Royal Ottawa Foundation for Mental Health’s Board of Directors, and the President and CEO of the Royal Ottawa Health Care Group, the President/VP Brand & Marketing will provide overall leadership for The Foundation including implementing The Royal’s strategic direction, program development, financial management, human resources management and external relations related to the Foundation and accountability for brand and marketing across the corporate entity. The President/VP Brand & Marketing is a member of the ROHCG Leadership Council and Senior Management Team.

Using The Royal’s strategic plan as a roadmap, The President/VP Brand & Marketing will implement goals and objectives tied to fundraising and corporate development initiatives to support The Royal and IMHR.

As the primary spokesperson and representative for the Foundation in the community, the successful candidate has a proven track record of fostering a culture of philanthropy and gratitude while working collaboratively with executive leadership across The Royal’s care network.

**In this position, you will:**

**Be a key driver in the Royal Ottawa Foundation’s Board Governance:**

- Work with the Board in order to fulfil the mission of the Foundation as it relates to the ROHCG
- Develop, maintain, and support a strong Board of Directors: serve as ex-officio of each committee, seek and builds board involvement with strategic direction for ongoing operations
- Accountable for communicating with the Board all information necessary for the Board to function effectively and make informed decisions
- With the Executive Committee, focus Board attention on meeting the current organizational priorities as well as long range strategic issues
Strengthen infrastructure and provide operational leadership:
- Ensure the delivery of high quality services while managing for current and future growth
- In conjunction with the President & CEO, ROHCG, facilitate cross-departmental collaboration to strengthen communications with staff throughout the hospital; create and promote a positive work environment that supports consistency throughout the organization’s strategy, operational methods, and data collection needs
- Accountable, in consultation with the CFO, for the financial management of the Foundation including developing long and short range financial plans, monitoring the budget and ensuring sound financial controls are in place; set financial priorities accurately to ensure the Foundation fulfills its mission

Promote and maintain effective external and community relations:
- Accountable for a positive image by being active and visible in the community and by working closely with other professionals and the public and private sector
- Accountable for leading/participating on regional philanthropic committees and projects as well as representing the Foundation on relevant national committees and projects.
- Maintain a high professional profile by participating in events, seminars and conferences in the local community and in the non-profit/philanthropic sector that are designed to strengthen and promote The Royal’s mission and strategy, and the issue of Mental Health and Addictions

Major gift strategy:
- Work in close collaboration with the Foundation, The Royal and IMHR staff and volunteers to manage an ongoing list of major gift prospects to secure significant new revenue on an annual basis
- Accountable for the Major Gift strategy in terms of points of approach, role of staff and volunteers
- Manage relationships and solicitations of the top prospective donors with highest capacity ($250K)

Branding and Marketing:
- Accountable, in consultation with the President & CEO, ROHCG, for the consistency of branding and marketing for the ROHCG
- Accountable for the development of a joint marketing and communication plan between the Foundation, ROHCG and IMHR which outlines:
  - Brand framework and usage for each party
  - Key messaging and themes shared by all parties
  - The distinctive needs of each organization
  - Who will fund what, when?
  - Who does what, where?
  - A collaborative digital platform and engagement strategy for all stakeholders

Knowledge, skills and abilities:
- An undergraduate university degree from a recognized academic institution combined with at least 10 years of professional and non-profit related experience. (CFRE designation an asset)
- Demonstrated transparent and high integrity leadership
- Significant board development, fundraising, marketing/branding, major gift solicitation and fiscal management experience
- Solid hands on budget management skills, including budget preparation, analysis, decision making and reporting
- Strong organizational skills including planning, delegating, negotiating and program development
- An excellent communicator and the ability to work effectively with a variety of internal and external stakeholders; a persuasive negotiator able to achieve consensus amongst differing opinions
- Outstanding presentation and communication skills and the experience and proclivity to be an outgoing spokesperson, relationship builder, and fundraiser
- Strong commitment to the professional development of staff; successful track record of recruiting and retaining a diverse team
- Knowledge of fundraising strategies, donor relations and CRA charitable regulations
- Strong written and oral communication skills in both official languages
- Proven success of increasing financial results through new revenue streams.
If you are looking for a unique career opportunity and would like to join a caring, compassionate and dynamic team please click on the link below to be redirected to our website:


We are an equal opportunity employer. Upon request, accommodations due to a disability are available throughout the recruitment process.