



Director, Marketing & Communications

THE OPPORTUNITY

North York General Foundation is seeking a highly strategic and hands-on Director, Marketing & Communications to lead the day-to-day delivery of an integrated, high-performing marketing and communications function.

Reporting to the CMO, this role is critical in translating brand strategy into execution — ensuring that all marketing, communications, and content efforts are aligned, impactful, and directly support fundraising success. The Director is responsible for developing and leading channel, content, and campaign strategies in alignment with the Foundation’s brand and strategic direction.

The Director will oversee a multidisciplinary team operating as an internal agency, delivering best-in-class creative, content, digital marketing, and donor communications that elevate the Foundation’s brand, deepen engagement, and drive measurable results.

Working closely with our partners on the Hospital’s Corporate Communications and Public Affairs team and our external PR agency, this role will help ensure strong alignment across public relations, reputation management, and shared storytelling opportunities.

This is an ideal opportunity for a leader who thrives at the intersection of strategy and execution, and is motivated to build systems, people, and work that deliver meaningful impact in healthcare philanthropy.

ABOUT US

North York General Foundation (NYGF) raises and stewards philanthropic support that enables North York General (NYG) to be Here for Life for its growing and diverse community. Exceptional care at every stage of life requires exceptional philanthropic support, and NYGF is proud to partner with donors who recognize the vital role NYG plays in caring for people through life’s most defining moments.

NYG is entering one of the most ambitious and exciting periods in its history. Recognized by Newsweek as Canada’s #1 community hospital for seven consecutive years, the hospital serves nearly 500,000 people in one of Toronto’s fastest growing and most diverse regions. As the community ages, grows, and evolves, so too must NYG’s care environments and models of service, making philanthropic investment more urgent than ever.



The Foundation supports both the hospital's most pressing priorities, including modernized facilities, leading-edge equipment, and innovative technology, as well as longer-term investments that will transform how care is delivered across the lifespan. These investments strengthen access, equity, and patient experience today, while creating models of care that can be scaled beyond our community.

Across seven sites, NYG delivers a full spectrum of acute, ambulatory, and long-term care services. The hospital is home to one of the busiest single-site birthing centres in Ontario, one of the largest family medicine departments in Canada, and one of Ontario's busiest Emergency Departments with among the shortest wait times. NYG is nationally recognized for its accredited breast cancer program, is building one of the largest long-term care centres in the province and is a leader in mental health care for youth, adults, and seniors across four sites.

KEY RESPONSIBILITIES

Team Leadership & Operations

- Lead, manage, and mentor a high-performing Marketing & Communications team, operating as an internal agency supporting all Foundation portfolios
- Acts as the operational and functional lead for Marketing & Communications, ensuring alignment between strategic direction and day-to-day execution, including establishing clear workflows, prioritization frameworks, and service standards to ensure efficient, high-quality delivery across all requests
- Build team capabilities across writing, design, digital, and content to meet the evolving needs of a campaign environment
- Foster a culture of accountability, collaboration, and continuous improvement

Marketing & Campaign Execution

- Develop integrated campaign and go-to-market strategies that bring brand and fundraising priorities to life across channels
 - Define channel mix, audience targeting, messaging frameworks, and execution plans to achieve campaign objectives
 - Oversee execution across paid, owned, and earned channels, ensuring alignment, quality, and consistency across all touchpoints
 - Partner with fundraising teams to support key revenue streams and ensure all marketing activity is aligned to clear goals, KPIs, and measurable outcomes
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Brand & Creative Leadership

- Act as a steward of the Foundation's brand, ensuring consistency, quality, and strategic alignment across all touchpoints
 - Partner with the CMO to translate and operationalize the brand platform across all marketing and communications activities
 - Lead the development of creative briefs and oversee the delivery of integrated campaigns from concept through execution
 - Manage and collaborate with external creative agency partners to develop bold, insight-driven work that builds brand awareness and emotional connection
 - Ensure all creative output balances ambition with authenticity and is executable within timelines and budgets
 - Identify opportunities to extend campaign platforms across channels and donor touchpoints to maximize impact ("invite, launch, amplify")
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Content Strategy & Storytelling

- Lead the development and execution of the Foundation's content strategy, including channel planning, editorial direction, and storytelling frameworks aligned to the brand platform
 - Oversee development of high-quality content, including marketing campaigns, donor stories, impact reporting, video, and digital assets
 - Ensure messaging reflects the Foundation's brand platform and strengthens emotional connection with donors and the community
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Proposals, Philanthropy & Donor Communications

- Oversee the development and quality of all donor-facing materials including:
 - Proposals and case for support
 - Stewardship and impact reports
 - Executive speaking notes and presentations
 - Ensure materials are strategically aligned, donor-centric, and reflective of brand positioning
 - Partner closely with Development teams to elevate the donor experience through best-in-class communications
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Digital Marketing & Performance



- Lead digital channel strategy and execution to drive awareness, lead generation, and engagement
 - Partnering with Digital & Direct Response portfolio to jointly drive email marketing and paid digital campaigns to achieve awareness and fundraising goals
 - Leverage data, analytics, and insights to inform decision-making and continuously improve results
 - Implement testing frameworks and performance tracking across campaigns and channels
 - Oversee website user experience
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Public Relations & External Collaboration

- Partner with the CMO, our partners on the Hospital Corporate Communications and Public Affairs team, and the external PR agency partner to align on public relations opportunities and priorities
 - Support the development and execution of integrated PR and storytelling initiatives that elevate the profile of North York General
 - Ensure coordination and consistency across Foundation and Hospital communications where appropriate
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QUALIFICATIONS & EXPERIENCE

- 10+ years of progressive experience in marketing and communications, ideally within healthcare, non-profit, or complex organizations
- Proven experience leading and developing high-performing teams
- Strong background in integrated marketing, content strategy, and digital marketing
- Experience working with creative and PR agency partners to develop and execute campaigns
- Exceptional writing and editorial skills, with experience overseeing a wide range of donor and marketing materials
- Demonstrated ability to translate strategy into execution and deliver measurable results
- Experience working in collaborative, multi-stakeholder environments
- Data-driven mindset with experience using analytics to inform decisions and optimize performance
- Highly organized, adaptable, and comfortable managing multiple priorities in a fast-paced environment

KEY ATTRIBUTES

- Strategic thinker with strong executional discipline
 - Collaborative and solutions-oriented
 - Strong leadership presence with the ability to influence across teams
 - Passion for the creative process, storytelling and brand building
 - Deep commitment to the mission of healthcare philanthropy
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WHY THIS ROLE MATTERS

As North York General Foundation prepares for its most ambitious campaign to date, this role will be instrumental in ensuring the marketing and communications function operates with clarity, consistency, and impact — helping to build a brand that inspires support and drives transformational results.

Salary Range: \$125,000 to \$135,000

FOR MORE INFORMATION

All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and letter of interest to foundationcareers@nygh.on.ca no later than June 5, 2026. Applications will be reviewed on a rolling basis.

Foundation staff enjoy the flexibility of a hybrid work model, with an expectation to be in the Foundation office located at 4001 Leslie St. at least 2 days per week.

At NYGF, we are committed to fostering an inclusive and accessible environment. We are dedicated to building a workforce that reflects the diversity of the community in which we live, including those with disabilities. NYGF is committed to providing accommodation in all parts of the hiring process. If you require accommodation, we will work with you to meet your needs.