Manager, Marketing & Communications

Title	Manager, Marketing & Communications
Reports to	Director, Marketing & Communications
Team	Marketing & Communications
Location	4001 Leslie St., North York (hybrid; minimum 2 days per week on-site)
Employment type	Full-time, permanent
Salary range	$85,000 - $95,000 per year

About North York General Foundation

North York General Foundation (NYGF) raises and stewards philanthropic support for North York General Hospital. The Foundation is in a period of significant transformation, including the $500M *Here for Life* Campaign — the largest and most ambitious philanthropic effort in the hospital's history. The Marketing & Communications team plays a central role in engaging donors, volunteers, staff, and the broader community in this work.

Position overview

Reporting to the Director, Marketing & Communications, the Manager, Marketing & Communications is the marketing lead for the Foundation's events portfolio, which will be the primary focus of the role. This person brings a strategic marketing lens to every event and campaign (setting objectives, understanding audiences, shaping messaging, and choosing the right channels) and then rolls up their sleeves to deliver the work. Working with the Director, the Manager is also a key advisor on marketing initiatives to other Foundation departments, developing communications plans, campaign strategies, and marketing rationale, and leads the Foundation's social media strategy.

This is a hands-on role. The Manager will spend much of their time doing the work as well as leading it: building plans, writing copy, coordinating timelines, and executing campaigns themselves. The role does not currently include direct reports; instead, the Manager leads projects and influences across teams, working as a peer to the Manager, Digital & Graphic Design and partnering closely with the Events, Direct Response, Donor Experience, and Development teams.

This position is designed as a first management role for a marketer who is ready to take their next step. Prior people-management experience is not required. The Manager will work closely with the Director, who will provide guidance and mentorship as they grow into the role. The ideal candidate is a proactive, roll-up-your-sleeves doer who is highly organized, comfortable managing others' timelines and priorities, and committed to consistent processes as the foundation for efficient, high-quality work.

Key responsibilities

Events portfolio marketing and project management (40%)

- Act as the marketing lead for the Foundation's events portfolio, working with the Events team to develop a marketing strategy for each event, including objectives, target audiences, key messages, channel mix, timelines, and measures of success
- Execute event marketing hands-on, including writing promotional copy for invitations, email, web, and social media, briefing creative, and managing promotional timelines
- Serve as the primary marketing and communications project manager for the events portfolio, coordinating timelines, deliverables, and cross-team dependencies with the Events team

- Monitor the progress of marketing and design work for events and campaigns, proactively identifying risks and bottlenecks and recommending solutions
- Manage multiple concurrent projects from brief to delivery, keeping stakeholders informed and ensuring deadlines are met
- Adhere to and champion the team's intake, briefing, and approval processes, and identify opportunities to improve their efficiency
- Track and report on event marketing results, applying insights to strengthen future events

Marketing strategy, communications planning, and editorial (30%)

- Develop communications plans for campaigns, projects, and cross-departmental initiatives, providing marketing rationale and subject-matter expertise
- Work alongside the Director, Marketing & Communications as the main marketing and communications advisor when other departments bring projects to the team, ensuring sound marketing strategy informs the work from the outset
- Plan, coordinate, and execute integrated campaigns across channels, including email, digital, print, and social media
- Partner with the Manager, Digital & Graphic Design to plan and deliver digital marketing campaigns, aligning strategy, messaging, and creative with technical execution across web, email, and paid and organic digital channels
- Co-own the Foundation's editorial content and editorial calendar with the Senior Writer, Philanthropy, identifying story opportunities and ensuring editorial content supports marketing, campaign, and fundraising priorities

Social media (20%)

- Lead social media strategy and execution across the Foundation's channels
- Establish a consistent content and posting cadence, with day-to-day execution anticipated to transition to a future Coordinator position
- Monitor and report on channel performance, using insights to refine strategy

Direct response and general marketing support (10%)

- Contribute to or coordinate direct response mail copy in partnership with the Direct Response team
- Provide general marketing support, including copywriting and campaign coordination, as required

Measures of success

- Foundation departments have a clear understanding of the Marketing & Communications intake process and how their projects will be prioritized
- Every event in the portfolio has a clear marketing strategy and receives the timely, effective marketing support and lead time it needs to meet its goals
- Projects progress through established processes efficiently and on schedule
- Social media is guided by a clear strategy and executed consistently
- Digital marketing campaigns are delivered collaboratively with the digital and design function, on time and aligned with campaign objectives
- The editorial calendar is planned in advance and consistently delivers stories that serve both marketing and philanthropy goals
- Communications planning is proactive rather than reactive

Core competencies

- Hands-on execution: rolls up their sleeves and takes pride in doing the work, not only directing it
- Strategic marketing thinking: applies marketing fundamentals, including audience, objectives, positioning, channel, and measurement, to every project
- Initiative: demonstrates a proactive approach, takes ownership of work from start to finish, and anticipates needs

- Accountability: is dependable and diligent, with a strong commitment to meeting deadlines and quality standards
- Process orientation: values structure and consistency, follows established workflows, and encourages others to do the same
- Growth mindset: is excited to grow into their first management role, building leadership skills while staying close to the work

Qualifications

- Three to five years of progressive marketing experience, including both strategic marketing planning and hands-on execution
- Demonstrated project management skills, including the ability to manage multiple stakeholders, timelines, and priorities, and experience with project management or intake tools (e.g., Monday.com, Asana)
- A marketer at heart, with a strong grounding in marketing strategy (audience insight, positioning, messaging, channel planning, and measurement) and the ability to move effectively between strategy and hands-on execution
- Experience marketing fundraising events (e.g., galas, donor or community events, or ticketed experiences) is a strong asset
- Experience developing communications plans and integrated marketing campaigns, and contributing to editorial or content planning
- Experience planning and executing digital marketing campaigns, including email and paid and organic digital channels
- Experience in social media strategy; experience in social media execution is a strong asset
- Excellent written and verbal communication skills
- Confident and collaborative, with the ability to advocate effectively for marketing priorities with other departments and creative partners
- Experience leading projects or cross-functional teams, or mentoring colleagues; prior people-management experience is not required
- Experience in nonprofit, fundraising, healthcare, or direct response marketing is an asset

How to apply

Interested candidates are invited to submit a resume and letter of interest to foundationcareers@nygh.on.ca, with "Manager, Marketing & Communications" in the subject line, by Wednesday, November 11, 2026.

We thank all applicants for their interest; only those selected for an interview will be contacted.

Accessibility and inclusion

NYGF is committed to providing accommodation in all parts of the hiring process and to fostering an inclusive environment. We welcome applicants with disabilities; accommodation is available upon request.