

# Vice President of Communications & Marketing

Play a key role in the future of this iconic community foundation!



## About The Winnipeg Foundation

The Winnipeg Foundation (TWF) is **For Good. Forever.** We help people give back to our shared community by connecting donors with Causes they care about **For Good.** We are an endowment-based public foundation, so gifts are pooled and invested, and the annual earnings are distributed back to the community **Forever.** The Foundation enables people to contribute to the health of our community by connecting donors with causes they care about.

## The Opportunity

Due to the retirement of the long-standing incumbent, TWF is seeking a Vice President of Communications & Marketing. Reporting to the CEO, this role is responsible for the strategic leadership, direction and content of internal and external Foundation communications, public relations, and marketing activities. Key components of this role include developing and implementing comprehensive communication and marketing strategies to advance TWF's mission and vision, enhance its brand reputation, and drive engagement with stakeholders. Playing a critical role in shaping TWF's image, messaging and outreach efforts, responsibilities include ongoing analysis of current and emerging communications and Foundation trends.

## Key Responsibilities

- Provide leadership and act as a mentor and coach for team members, supporting professional development, goal setting, and continuous learning.
- Support the Communications and Marketing team with a commitment to fostering a supportive and inclusive, environment grounded in kindness, equity, and trust.
- Develop effective processes and procedures related to communications and marketing.
- Manage all communications including TWF publications, reports, and oversee all digital platforms.
- Oversee all activities related to events and sponsorships.
- Oversee the development, implementation, and evolution of The Foundation's brand strategy, ensuring it reflects organizational values, vision, and mission.
- Act as the steward of brand identity, ensuring alignment with strategic goals and reinforcing trust with key audiences, including donors, partners, and the broader community.
- Prepare and disseminate press releases, op-eds, other media materials and maintain a public-facing leadership role.
- Develop and implement crisis communications plans to address potential reputational risk and emergencies.
- Collaborate with the Strategic Management Team and participate in developing the policy and strategic direction of TWF.
- Develop and manage the annual communications budget.
- Support the development of the Strategic Plan and associated operational plans, working in tandem with fellow members of the Strategic Management Team.

## Selection Criteria

- Bachelor's degree in communications, journalism, or related field.
- 10+ years of experience in the development and oversight of communications and marketing strategies, and activities.
- 7+ years of experience leading a team of similar size and scale.
- Strategic thinker that achieves collaboration with positive inquiry.
- Strong understanding of, and extensive experience within the local charitable sector.
- Demonstrated ability to develop and execute effective branding, communication and marketing strategies.
- Exceptional written and verbal communication skills.
- Exceptional project management and organizational skills.
- Strong ability to manage change, both internally and externally.
- Knowledge, monitoring and understanding of emerging communications tools and trends.
- Demonstrated ability to think creatively with a strategic mindset to achieve goals.
- Adaptable with strong problem-solving and interpersonal skills.
- Demonstrated commitment to, and advancement of, diversity, equity, inclusion and belonging.

**Apply in confidence with resume & cover letter; for information, contact [Morgan@harrisleadership.com](mailto:Morgan@harrisleadership.com) quoting project #25124.**

***If your background looks different from described above, in your cover letter, tell us why you would be a good fit! Applicants who do not fully satisfy all the essential requirements are nonetheless encouraged to submit their applications for consideration regarding this position. We firmly believe in the potential for diverse perspectives, skills and experience to enrich our team and contribute to The Foundation's overall success.***