



Director, Marketing & Communications (Full time)

Terry Fox Foundation

Reports to: Chief Marketing & Communications Officer

Start date: January 12, 2026

Position Summary

The Terry Fox Foundation is seeking an experienced, strategic, and mission-driven Director, Marketing & Communications to help lead the Foundation's brand, storytelling, and engagement. Reporting to the Chief Marketing & Communications Officer, this role is responsible for developing and executing integrated marketing, communications, and brand strategies that will inspire Canadians to help finish Terry's marathon against cancer. The Director, Marketing & Communications will oversee the day-to-day operations and management of the Marketing & Communications portfolio, manage a team of marketing professionals, and ensure alignment with the overall goals and values of the Terry Fox Foundation and the Terry Fox Research Institute.

The ideal candidate is a collaborative leader with strong project management skills and hands-on expertise in marketing and communications. They bring creativity, innovation, and data-driven insight to their work, with the ability to connect emotionally with diverse audiences while driving measurable results. With a deep respect for Terry Fox's legacy, the Director will play a pivotal role in strengthening awareness, deepening engagement, and growing support for the Foundation's mission.

Key Responsibilities

Operational Leadership & Team Management

- Provide effective management of the Marketing & Communications team, nurturing a culture of collaboration, innovation, and excellence.
- Oversee day-to-day operations of the Marketing & Communications department, including supervision of internal creative briefs, workflows, budgets, and project timelines.
- Collaborate with communications colleagues at the Terry Fox Research Institute to ensure alignment, strengthen connections, and foster collaboration and enhanced coordination between both organizations.
- Develop and implement strategic marketing and communication plans that support the Foundation's mission, fundraising goals, and community engagement.
- Ensure consistency in messaging and brand identity across all internal and external communication channels.
- Monitor and analyze wildly important goals (WIGs) to measure the effectiveness of campaigns and strategies.
- Implement project management systems and processes to improve overall efficiency and accountability.
- Ensure high standards for brand consistency, accessibility (AODA compliance), French language translation requirements, and responsive communications.



Marketing, PR & Brand Management

- Oversee the development of compelling marketing campaigns, social media content, and an array of materials that drive public awareness, support, participation, and engagement.
- Ensure compelling storytelling and consistent brand positioning across all public-facing campaigns and materials, honouring Terry Fox's legacy.
- Develop and manage media relations strategies, including overseeing the creation of press releases, speeches, and other public-facing materials.
- Help strengthen relationships with key internal and external stakeholders, including media outlets, social media influencers, corporate partners, and community leaders.

Operations & Budget Management

- Manage the Marketing & Communications annual budget, ensuring resources are allocated effectively and providing bi-monthly reports to the Chief Marketing & Communications Officer.
- Help oversee vendor and creative agency relationships, ensuring high-quality deliverables.
- Implement operational efficiencies to enhance the team's productivity and impact across the organization.

Qualifications & Skills

- Post-secondary degree in communications, public relations, journalism, business, or a related field; equivalent experience will be considered.
- Minimum of seven years of progressive experience in marketing, communications, or related fields, including at least two years in a leadership role.
- Exceptional written, verbal, and presentation skills, with confidence engaging stakeholders at all levels of an organization.
- Proven experience leading and mentoring high-performing teams in fast-paced, dynamic, and deadline-driven environments.
- Demonstrated financial acumen, with experience managing budgets and tracking WIGs to ensure accountability and results.
- Strong project management skills with a record of successfully leading cross-functional initiatives, multi-channel marketing campaigns, and digital engagement strategies.
- Experience in the charitable or not-for-profit sector considered a strong asset.
- Bilingualism (English/French) is an asset.



Join Us!

As a leading national charitable organization, the Terry Fox Foundation plays a vital role in building community, engaging more than 20,000 passionate volunteers and 3.5 million students in nearly 10,000 annual fundraising events across the country. Through the generous support of our donors, partners, and volunteers, the Terry Fox Foundation has raised more than \$950 million and funded over 1,300 innovative cancer research projects, bringing hope and health to millions of Canadians.

The Terry Fox Foundation offers a comprehensive benefits plan and competitive salary commensurate with experience. This role will be hybrid with an expectation of working two days per week in office and three days per week from home. This role is open to all eligible and qualified candidates across Canada.

If you're excited to be part of a mission-driven organization, work with a passionate and dedicated team, and are looking for an opportunity to lead and innovate in a high-profile national organization, we want to hear from you!

How to Apply

Please submit a cover letter and resume to careers@terryfox.org by November 3, 2025.

To be considered for this position, applicants must be legally eligible to work in Canada at the time of application. The Terry Fox Foundation is unable to support work permit or immigration applications for this role. Employment is contingent upon the Foundation's receipt of all required documentation.

While we thank all applicants for their interest in the Terry Fox Foundation, only those selected for interviews will be contacted. We are dedicated to employment equity, and we value diversity in the workplace. If you require any accommodation for the interview process, please let us know.