



POSITION PROFILE

# Director, Brand Marketing & Digital Fundraising

Arthritis Society  
Canada

**PHC**  
PRESTON HUMAN CAPITAL GROUP

## Position Overview



<b>Organization:</b>	<u>Arthritis Society Canada</u>
<b>Title:</b>	Director, Brand Marketing & Digital Fundraising
<b>Reports To:</b>	Vice President, Brand, Direct Marketing & Communications
<b>Team:</b>	Oversight of Marketing, including graphic design and digital fundraising team
<b>Location:</b>	Remote position with a preference to Toronto, Vancouver or Montreal. Candidate will be expected to travel to Toronto periodically (if based outside Toronto).
<b>Compensation:</b>	\$105,000 - \$125,000 plus a comprehensive benefits and vacation package.

## Is This You?



You are an experienced, data-driven leader with a proven ability to build and steward a strong national brand while driving measurable digital fundraising growth. You bring a combination of brand marketing leadership and digital fundraising expertise, and you are energized by a role that sits at the intersection of brand experience, audience engagement, and revenue performance.

On the **brand marketing** side, you have led the development and implementation of cohesive brand strategies across channels, ensuring clarity, consistency, and emotional resonance. You understand how brand drives trust, relevance, and long-term growth, and you are excited to guide the evolution of a national brand that inspires action and deepens connection with Canadians.

On the **digital fundraising** side, you are a strategic and hands-on digital fundraising leader with direct oversight for revenue growth. You have shaped and executed multi-channel digital fundraising strategies, are deeply grounded in best practices, and are comfortable owning performance targets. You use data, testing, and insight to optimize results and develop annual business plans that balance short-term revenue delivery with longer-term sustainability and growth.

You would be energized to be part of an organization working to support the millions of Canadians living with arthritis get treatment and thrive.

If this excites and motivates you, read on.

## The Organization



Arthritis Society Canada is dedicated to extinguishing arthritis. They represent the six million Canadians living with arthritis today, and the millions more who are impacted or at risk. They are fueled by the trust and support of their donors and volunteers. Leading a nationwide strategy, co-created by 20-plus Ecosystem Champion organizations, Arthritis Society Canada is working to revolutionize health outcomes and quality of life for people living with arthritis through research, advocacy, innovation, information and support. They are Canada's largest charitable funder of cutting-edge arthritis research.

Arthritis Society Canada is a nationwide organization, with approximately 125 staff members from coast-to-coast-to-coast. The largest offices are based in Toronto, Vancouver and Montreal; with most staff based in Ontario.

### **It's not just arthritis.**

Arthritis is Canada's most common chronic disease and there is no cure. The disease affects the lives of six million Canadians (1 in 5 adults) – impacting their mobility, their ability to work, their time with their family and friends, and sometimes causing near constant pain. More than half of people with arthritis are under 65. Without a brighter spotlight on this serious issue, the number of Canadians with arthritis will rise to nine million by 2040. That's 1 in 4 Canadians impacted by this disease – along with their families and communities.

Through the continued generosity of their supporters, Arthritis Society Canada will achieve their bold dream of making a cure a reality. Arthritis Society Canada is accredited under **Imagine Canada's Standards Program**, and is a proud 3-time consecutive winner of Waterstone Canada's Most Admired Corporate Cultures™ award (2025, 2022-2024 and 2019-2021), a mark of excellence in culture and performance.

**Vision:** We will extinguish arthritis

**Mission:** To fight the fire of arthritis with research, advocacy, innovation, information and support

## Values:

United: We are stronger together

Impactful: We will create a bold future

Transformative: We fearlessly work to achieve greatness

## The Position



In this reimagined role, the Director, Brand Marketing & Digital Fundraising will report directly to the Vice President, Brand, Direct Marketing & Communications and will oversee a strong team of graphic design and digital fundraising professionals. The Director will play a key role in brand activation across channels and driving revenue on behalf of the organization.

As the organizational owner of digital fundraising, the Director will lead the digital revenue strategy development and execution. The Director will define how digital channels will strategically integrate with organizational revenue goals through a multi-year approach to donor growth, engagement, and fundraising performance. As the Director will also oversee brand, our candidate will ensure the digital fundraising strategy is fully integrated within the brand marketing priorities. Our candidate will create the annual business plan and, alongside their capable team, execute priorities to maximize revenue. They will serve as the lead on all advertising campaigns and will lead assigned vendor relationships.

At a technical level, our candidate will ideally have experience working with software's such as Blackbaud Luminate or Engaging Networks. They will benefit from a strong internal partnership with the data and analytics team – and our candidate will need to be data fluent and able to clearly articulate to internal partners what they need to see from the data to ensure optimal performance.

Our candidate will have a keen eye for design as they will lead the strategic evolution of Arthritis Society Canada's brand, charting a bold course for its future and guiding the creation of innovative, high-impact brand and creative assets in collaboration with internal and external partners.

## Key Accountabilities



### Digital Fundraising Strategy

- Set and lead the organization's digital fundraising strategy, defining how digital channels will contribute to overall revenue goals through a multi-year approach to donor growth, engagement, and fundraising performance, aligned with marketing, brand, and program priorities.
- Use performance data and insights to set strategic direction and priorities, ensuring fundraising efforts are guided by a data-informed approach managed against pre-determined KPIs.
- Leverage the organization's programs and events to identify and to maximize marketing moments, earned media, and partnership opportunities, and support sponsorship engagements that increase awareness, engagement, donor pipeline growth and fundraising results.
- Accountable for achieving digital fundraising revenue targets, providing strategic direction and oversight for digital fundraising delivery, including forecasting, budget allocation, performance management, and continuous optimization to drive sustainable net revenue growth and ROI.

### Brand Strategy

- Lead the strategic evolution of the organization's brand, charting a bold course for its future and guiding the creation of innovative, high-impact brand and creative assets in collaboration with internal teams and external partners.
- Oversee the development of branding and creative assets, working with internal teams and agencies to ensure on-brand, high-quality deliverables that achieve clear goals. Manage budgets for all marketing initiatives, ensuring efficient use of resources to maximize ROI.
- Create and maintain a strong brand identity across all touchpoints.

### Marketing Integration

- Create annual business plan for the marketing team.
- Develop and execute comprehensive and strategic and integrated marketing plans that achieve business objectives across multiple channels.
- Continuously strive to improve the impact and effectiveness of marketing programs and, as a member of the leadership team, contribute to the overall growth and success of the organization.

## The Ideal Candidate



- Bachelor's degree in marketing, media, public relations, communications, or a related discipline. MBA or other advanced degree.
- 10+ years in marketing, with at least three (3) years in a leadership in a comparable role.
- Proven track record of developing and executing successful integrated, omni-channel marketing campaigns.
- Experience building out paid media plans.
- Excellent project management and expertise creating and ensuring the application of and adherence to a workback schedule.
- Excellent understanding of brand strategy and positioning.
- Excellent analytical skills and experience using data to inform marketing decisions.
- Outstanding communication, presentation, and writing skills. Bilingual (English & French) language skills an asset.
- Experience with digital marketing tools and platforms.
- Experience managing a team of brand marketing and digital fundraising professionals.

### Core Competencies & Skills:

Arthritis Society Canada's values are personal commitments that every employee lives by, and that every leader models to inspire others. This is what they mean to them:

#### **United: They are stronger together**

- I build meaningful connections.
- I create an environment of belonging, inclusion, and openness.
- I share and welcome knowledge and new ideas.
- I approach relationships in an ethical and transparent way.
- I appreciate the strengths I bring and recognize and celebrate the success of others.

#### **Impactful: They fearlessly work to achieve greatness**

- I am relentless, standing with Canadians to fight the fire of arthritis.
- I am driven to make a difference.
- I am accountable for my words and actions.
- I strive for excellence.

- I am a trusted resource and a best-in-class expert in my role.

#### **Transformative: They will create a bold future**

- I am a changemaker, willing to challenge the status quo.
- I listen, am curious, self-reflect and am always learning.
- I am innovative, eager to bring new ideas forward.
- I am courageous and accept that failure is an important part of risk-taking.
- I am energized and fully engaged.

#### **Working Conditions**

- Flexibility to support business needs, as required.

### **Application Instructions**



As an organization with nationwide reach, Arthritis Society Canada recognize their work occurs on traditional Indigenous territories across Canada. Arthritis Society Canada's national office is in Toronto (Tkaronto), which is the traditional territory of many nations, including the Mississaugas of the Credit, the Anishinaabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples. They also acknowledge this land is now home to many diverse First Nations, Inuit and Métis peoples. They encourage you to learn more about the nations, land, and communities in the areas where you live. [Read their full statement](#).

In furtherance of their mission and strategic priorities, they are committed to promoting inclusion, diversity, equity and access (IDEA) through their information and support, advocacy, programming, internal policies, and governance structures. In selecting individuals and furthering the goals of their IDEA work, we aim to ensure that their people reflect the knowledge, experience, skills and diversity (including but not limited to diversity of gender, race, and geographical location) of the communities they live in and serve.

Thank you to all for your interest. Please note that only candidates who will move forward in the process will be contacted. At the conclusion of the search mandate all interviewed applicants will be informed of the outcome of their application.

**Preston Human Capital Group are leading the search on behalf of Arthritis Society Canada. The application deadline is February 27, 2026, at 5pm ET. Please email your Cover Letter and CV to Lindsay Preston at [lindsay@phcap.ca](mailto:lindsay@phcap.ca).**