



LOFT Community Services **Senior Manager, Communications and Marketing**

LOFT Community Services is grateful to be able to offer services in this territory. This has, and continues to be, a home for many Indigenous persons for thousands of years. LOFT acknowledges the Tobacco, Petun, and Huron-Wendat Nations. We acknowledge the other confederacies and communities of Nations including the Anishinabek, Haudenosaunee, Inuit, and Métis Peoples. We also recognize the First Nations and their ancestors in the area including, The Mississaugas of The Credit, the Chippewas of Georgina Island, the Chippewas of Rama, Six Nations of the Grand River, and the Mississaugas of Scugog Island. Thank you. Please take some time to be present, have a moment of reflection and think about how you are acting toward Truth and Reconciliation.

[LOFT Community Services](#) (LOFT) provides support and hope to individuals facing complex challenges, including mental and physical health issues, addictions, dementia, and homelessness. Through a diverse range of community-based services, supportive housing, and specialized programs, LOFT serves at-risk and equity-deserving populations with compassion and dignity. Driven by its mission to empower community members to achieve optimal health and well-being, LOFT remains steadfast in its values of compassion, collaboration, and community, delivered with innovation and excellence.

As the organization continues to grow, LOFT invites applications and nominations for the role of **Senior Manager, Communications and Marketing**. This position will lead the development and execution of LOFT's communications and marketing strategy, ensuring alignment with the organization's goals. A key focus will be driving LOFT's storytelling by collaborating with clients to share diverse, strengths-based stories of client success. This approach will not only advance LOFT's mission but also enhance its presence and position within the sector.

In addition, the Senior Manager will amplify LOFT's community presence by leading proactive media relations efforts, further establishing the organization as a thought leader in its field. They will be responsible for ensuring LOFT's messaging resonates with both internal and external audiences, ensuring that communication strategies are consistent and impactful.

As a senior leader within the organization, the Senior Manager, Communications and Marketing will be instrumental in advancing LOFT's core values, goals, and strategies, as outlined in its new Strategic Plan. They will support the VP of Development & Communications in crafting targeted communications for major gift donors and Board members, while also serving as the primary writer for LOFT's development and communications materials. This includes newsletters, direct mail, marketing content, and annual reports, all of which must align with LOFT's brand identity and support its fundraising objectives.



LOFT seeks a creative, resourceful leader who fosters a culture of philanthropy both within the team and across the broader organization. The ideal candidate will excel at developing systems that promote accountability, ownership, and long-term growth in this culture.

Qualifications

Among the qualifications being sought in candidates, the incoming leader must have a deep and abiding commitment to advancing reconciliation, equity, diversity, and inclusion in all its forms and must believe, intrinsically, in the importance of leading with curiosity and welcoming ideas that can later be synthesized and turned into possibility. While all candidates are encouraged to apply and, in so doing, share how they see themselves adding value to the LOFT Community Services environment, the following credentials and/or experiences are seen as possible markers of the candidates most likely to realize success in the role: A) a demonstrated passion for storytelling in a not-for-profit environment with experience working in a healthcare environment being an asset; B) post-secondary education in development, marketing, communications, or equivalent professional and lived experience; C) experience in brand marketing and development in not for profit and/or healthcare environments; D) experience in website communication and development and using online tools such as social media to support broader integrated marketing strategies, and; E) a solid understating of the communications planning process and experience communicating with internal and external audiences.

Compensation

LOFT Community Services provides a competitive compensation package (approximately 95K) with benefits including vacation

How to Apply

*LOFT is partnering with BIPOC Executive Search to help further increase the diversity/plurality of the candidate pool. **All interested applicants are encouraged to apply by clicking [HERE](#)***

In accordance with the AODA Act, for applicants living with a disability accommodation will be provided throughout the search process. Should accommodations be required, please make Helen Mekonen or Christopher Lee aware by emailing clee@bipocsearch.com

We thank everyone for their expression of interest—and are truly appreciative of the time individuals put into applying—but with the limitations of time only those selected for an interview will be contacted.