



Opportunity Profile

CHIEF MARKETING & COMMUNICATIONS OFFICER

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Scott Mission is seeking an experienced marketing and communications leader to join their team as Chief Marketing & Communications Officer (CMCO).

The CMCO is a mission-critical, enterprise-wide leader responsible for the development and implementation of comprehensive marketing and communication strategies. The CMCO is responsible to build brand presence and strategic communications across all channels to facilitate and deliver Scott Mission's revenue and impact objectives. As a core member of the Executive Leadership Team, the CMCO partners closely with the CEO and peer executives to provide spiritual leadership to the organization, shape institutional strategy, accelerate growth, and ensure long-term financial sustainability.

The CMCO leads a vertically integrated marketing and communication function that aligns with enterprise priorities. This role requires a high-performing, visionary executive with the ability to translate strategy into brand identity and ensure messaging is aligned across all platforms and channels. The CMCO conducts market research and analysis to identify trends, customer needs, and competitive positioning to deliver effective messaging across the enterprise and to all leadership, staff, and stakeholders.

If you are a seasoned marketing and communications executive with proven success leading complex fundraising programs and teams, and you fully align with the mission and convictions of Scott Mission, we would love to hear from you.



WHO WE ARE

Scott Mission is a Christian ministry of mercy and love. We aim to meet the needs of people with love and compassion and seek to bring spiritual, physical, and emotional wholeness to their lives.

The Mission is privately funded and employs over 160 dedicated staff at 502 Spadina, our Welcome Centre and Men's Shelter at 346 Spadina, our Family Centre in East York, the Collingwood Retreat Centre, and our Summer Camp in Caledon. Our various ministries offer support and provisions for the homeless, low-income families, and children and youth.

Two years ago, we moved our administrative offices and centralized services to 5 McLachlan, Etobicoke. This position will work out of this location.



OUR STORY

OUR HISTORY

When Morris and Annie Zeidman started The Scott Mission in 1941, they told themselves they would serve the needs of the most vulnerable in the community as long as God provided the means.

Now, after many decades, it is evident that God has blessed the Mission in every way. The destitute continue to find food, shelter, and clothing. The abandoned find the courage to forgive. The downcast find the strength to restore broken relationships and achieve their dreams. The lonely find the perfect friend in Jesus.

COMMUNITY IMPACT

Thanks to our supporters, help and hope were provided to neighbours who were struggling due to challenges wrought by the lingering pandemic. Support from donors delivered over 126,137 meals, 34,889 orders of groceries, 14,600 nights of safe shelter, a wide array of vital new programs, and other outreach to share the greatest gift of all—the mercy and love of Christ.

But needs remain high in Toronto. So, to position Scott Mission to better help neighbours in the days ahead, we have expanded shelter services to 24/7, added clinical counselling and case management to promote health and healing, and are making significant changes to our main facility on Spadina Avenue.

KEY RESPONSIBILITIES

Enterprise Marketing Leadership & Strategic Alignment

- Architect and lead a multi-year, enterprise-wide marketing strategy aligned with organizational growth and impact goals.
- Serve as a strategic advisor to the CEO and Executive Leadership Team, ensuring marketing and communication efforts directly support strategic priorities.
- Cultivate a culture of brand understanding across the enterprise, activating board members, senior leaders, and staff.
- Develop and execute integrated marketing and communication strategies aligned with overall mission objectives.
- Provide spiritual leadership across the organization, fostering alignment with the statement of faith, mission, vision, and core values.





Enterprise Communications Leadership

- Manage public relations, acting as a key spokesperson for all public events in alignment with the CEO and President.
- Lead internal and external communications to build and maintain strong brand reputation, manage crisis communications, and mitigate organizational risk through proactive messaging and strategic media engagement.
- Partner with the Chief Development Officer (CDO) to align storytelling, brand visibility, and donor engagement strategies.
- Ensure consistent, compelling messaging across all channel and segments.

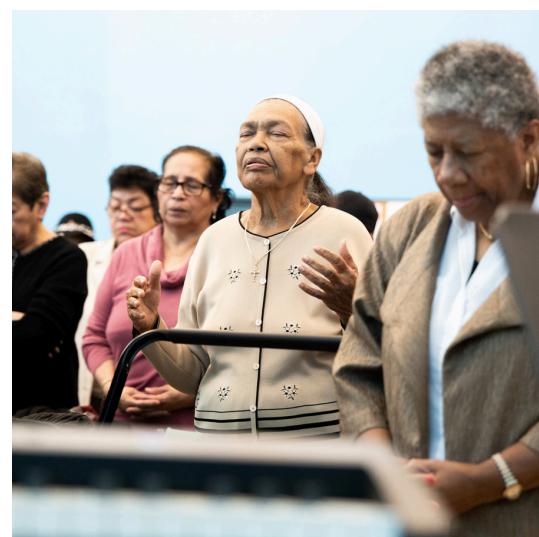
Vertical Performance & Team Leadership

- Lead, scale, and performance-manage a high-capacity marketing and communication organization with a focus on accountability, innovation, and results.
- Develop team structure and staffing models to align with vertical growth goals and enterprise needs.
- Establish key performance indicators (KPIs), dashboards, and data analytics to monitor effectiveness and drive continuous improvement.
- Model an inclusive leadership approach, ensuring professional development and succession planning throughout the team.



Market Analysis & Stakeholder Relations

- Conduct market research and analyze customer insights to inform strategies and identify and qualify new opportunities.
- Foster relationships with external stakeholders, including all media and key influencers.
- Champion the visibility of the organization's mission and impact to internal and external stakeholders.



QUALIFICATIONS

EDUCATION

- Bachelor's degree in business, marketing, communications, nonprofit leadership, or a related field, required; master's degree, preferred.

EXPERIENCE

- 10-15+ years of progressive experience in strategic, organization-wide marketing and communications, with a minimum of 5 years' experience in a C-suite or senior enterprise leadership role.
- Demonstrated success leading complex marketing and communication strategies with a strong track record of building brand awareness and driving revenue.
- Expertise in managing digital marketing platforms, CRM systems, and marketing automation tools.
- Proven ability to lead high-performing teams and manage cross-functional enterprise initiatives.
- Experience influencing and working closely with a board of directors and executive peers.
- Sound understanding of market analytics and creating strategic messaging.

CORE COMPETENCIES

- **Executive Leadership:** Strategic thinker with ability to align marketing and communications with long-term vision and organizational health.
- **Enterprise Collaboration:** Strong collaborator who thrives in matrixed environments and drives organization-wide engagement.
- **Performance Management:** Data-driven operator with a bias for action, accountability, and continuous improvement.
- **Influence & Communication:** Exceptional communicator with the presence and skill to engage diverse audiences and facilitate investment.
- **Innovation & Agility:** Change agent who embraces innovation, adapts quickly to evolving priorities, and leads through complexity.
- **Mission-Driven Stewardship:** Deep commitment to the organization's mission and values, with the integrity to lead through trust and transparency.

OUR SEARCH TEAM



MARK KRAFT
LEADING THE SEARCH

mark@nelsonandkraft.com
778.982.4427

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.



JEFF PITCHFORD
SUPPORTING THE SEARCH

jeff@nelsonandkraft.com
647.409.2922

Jeff is an accomplished Senior Executive, with over 25 years of leadership experience across the chemical manufacturing and food processing industries. He wears many hats including Business Consultant, Executive Coach, Board Member, Forum Chair and Birkman Certified Professional. Jeff specializes in leadership development and team-based business success. He is passionate about developing leaders and building high performance teams.



MATT ROBBERSTAD

SUPPORTING THE SEARCH

matt@nelsonandkraft.com
613.355.1412

Matt is an accomplished Talent Acquisition Manager with a strong background in the non-profit sector. With over a decade of leadership experience in recruitment and retention, he has a proven record of success. Matt has effectively managed end-to-end recruitment processes for a wide range of positions at Christian Horizons, a major faith-based developmental service organization in Canada. His extensive expertise in recruitment and selection enables him to identify the ideal candidates for various organizational roles. Additionally, Matt is well-versed in employee relations, engagement, and human resources, making him a valuable consultant. Through a ministry-minded focus, and commitment to responsiveness, he aims to serve his stakeholders with excellence as an Associate.



ALEXA KROEKER

SUPPORTING THE SEARCH

alexa@nelsonandkraft.com
604.226.8846

With extensive experience in executive and board assistance, Alexa combines her recruitment expertise with a keen understanding of organizational needs to build high-performing teams. She's adept at crafting compelling job descriptions and leveraging targeted advertising strategies to attract the best candidates for your organization. From the initial kickoff meeting, Alexa listens attentively to understand the nuances of your ideal candidate, ensuring a tailored and effective recruitment approach. Committed to excellence, Alexa is your go-to partner for successful talent acquisition, driving your organization towards greater success.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline and details for this search:

Location: Toronto, ON

Application Deadline: January 30, 2026

Short List Interviews: Early February 2026

Start Date: TBD

Salary Range: \$165,000 - \$180,000

HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.