



## **Chief Marketing & Digital Officer – Compassion Canada**

*This executive search is conducted by Nelson/Kraft & Associates on behalf of Compassion Canada*

### **EXECUTIVE SUMMARY**

Compassion Canada is searching for a visionary and strategic marketing executive to join their team as Chief Marketing & Digital Officer.

Compassion is a leading international child development organization, committed to releasing children from poverty in Jesus' name. The Chief Marketing & Digital Officer (CMO) is responsible for advancing the mission of Compassion through its brand, marketing, communication and public engagement initiatives to increase awareness, inspire generosity and deepen relationships with stakeholders across Canada.

As a member of the highly collaborative Executive Leadership Team (ELT), this role shares the responsibility of the organization's leadership and plays an active role in driving organizational performance. The CMO oversees integrated marketing, brand, product, communications and technology, ensuring that each strategy aligns with the organization's mission and vision and revenue growth initiatives.

If you are a collaborative and relational marketing expert with a passion for people leadership and an ability to plan and drive innovation, we would love to connect with you!

### **WHO WE ARE**

As a leading child development organization, Compassion's mission is to release children from poverty in Jesus' name.

Compassion was founded in 1952 when a move of compassion ignited our founder's heart for children. Today, Compassion's proven holistic child development program is helping nearly 2.4 million children and youth overcome poverty in every aspect of their lives. We partner with over 8,600 local churches in 29 countries around the world to deliver our programs and spark generational change in families and entire communities.

1.7 million supporters around the world—including over 90,000 Canadians—are a part of this movement, making a real and tangible difference in the fight against poverty. Our invitation is simple: move with compassion to make an impact in the lives of children and youth living in poverty.

## **ATTRIBUTES, SKILLS & ABILITIES**

### **Executive Leadership**

- Spiritually mature and completely committed to Compassion's Christian mission, values and beliefs.
- Values the holistic wellbeing of themselves and others and commits to living and leading in a way that cultivates overall holism.
- Kingdom-minded, mission-driven, neighbour-centred, data-informed, community-discerned, faith-filled and courageous in setting organizational direction.
- Committed to excellence, integrity, dignity, stewardship and discernment.
- Committed to building a Jesus-centred culture that promotes the principles of diversity, equity and inclusion.
- Proven ability to build a relationship-focused and results-oriented environment, where individuals flourish and long-term organizational health and performance are optimized.
- High emotional health and emotional intelligence (EQ), cultural intelligence (CQ) and intellectual intelligence (IQ).
- Proven leadership capabilities with in-depth people management and interpersonal skills.
- Honed communication, conflict and change management skills.
- Excellent planning, operational and analytical skills.

### **Role Specific**

- Honed ability to lead and integrate brand management, product management, campaign management and project management efforts.
- Capability to grow aided and unaided awareness, trust and favourability with target market.
- Proven ability to grow the number of mass donors and amount of donations across multiple channels.
- Expertise in digital/technology disciplines, and their dependencies, with in-depth knowledge of modern approaches and methodologies.
- Skilled in leading a team of creatives, content developers and subject matter experts.
- Forward-thinking and innovative with a learning mindset.
- Data-driven and skilled in developing a results-oriented environment.

### **Requirements**

#### **Christian Leadership**

- As a member of the ELT, this incumbent will be required to sign a senior leadership attestation by which the board and ELT are held to. This senior leadership attestation has a higher standard of Christian accountability given the Christian leadership ministry responsibilities. The ELT has the responsibility to create and maintain a Jesus centred ethos and organization.

#### **Experience**

- Minimum of seven years of proven experience in a similar or related role that includes marketing management, digital transformation, project management and people management.

#### **Education**

- Completed post-secondary education in marketing, computer sciences, project management, business administration or a related field.

- Continuous learning credentials in area of expertise.
- Agile leadership/methodology certification, an asset.

**Travel**

- Remote or hybrid position, as part of Compassion Canada's Flexible Workplace Philosophy and Policy.
- Moderate local, national and international travel is expected within this role.

**Location:** Greater Toronto Area

**Application Deadline:** September 26, 2025

**Start Date:** TBD

**APPLY** online at [nelsonandkraft.com/jobs](https://nelsonandkraft.com/jobs) with your cover letter and resume. You must be eligible to work in Canada.

**ABOUT US**

[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. Nelson/Kraft & Associates Inc. 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.*