



Vice President, Marketing & Communications

Executive Brief



Health Sciences Centre
FOUNDATION





Health Sciences Centre FOUNDATION

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FOR MORE INFORMATION

KCI Search + Talent is conducting this search on behalf of Health Sciences Centre Foundation. For more information about this opportunity, please contact Ellie Rusonik or Jody Jacobson, KCI Search + Talent by email at HSCF@KCI talent.com.

All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and a letter of interest to the email address listed above by **February 4, 2026**.

The targeted hiring range for this position is \$150,000 - \$175,000 with up to 5% incentive compensation. The full salary range goes up to \$198,000. HSCF offers comprehensive benefits including RRSP match.

HSC Foundation is an equal opportunity employer and is committed to providing an inclusive and barrier-free workplace. We celebrate diversity and are dedicated to fostering an environment that values the unique perspectives, experiences, and talents of every individual.

Qualified candidates will be considered for employment without discrimination based on race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, marital status, disability, or any other characteristic protected by Canadian law.

Accommodation is available on request for candidates taking part in all aspects of the selection process.

This posting is for a new position that is currently vacant. Artificial intelligence will not be used to screen resumes or assess candidates in this search.





Health Sciences Centre FOUNDATION

Vice President, Marketing & Communications

THE OPPORTUNITY

Health Sciences Centre Foundation (HSCF) is seeking an accomplished, experienced, and collaborative executive to join their leadership team as Vice President, Marketing and Communications guiding the Foundation's brand, reputation, and growth agenda.

Reporting to and serving as a strategic partner for the President and CEO, this new role offers a unique opportunity to shape and lead the integrated marketing and communications function that strengthens the Hospital's reputation, advances the Foundation's fundraising priorities, and deepens engagement with donors, partners, and the broader community.

As a key member of the senior leadership team, the Vice President will provide trusted counsel and lead the development and execution of a comprehensive, multi-year marketing and communications strategy aligned with organizational priorities, fundraising goals, and evolving community expectations. The new incumbent will lead and develop a skilled and integrated team, fostering a high-performance culture grounded in shared accountability and continuous improvement.

With responsibility for public relations, brand stewardship, traditional and social media, and crisis communications, this role requires a leader who can balance strategic vision alongside disciplined and reliable execution. A collaborative and consultative relationship manager, the Vice President will work with hospital leadership, Shared Health, government, agencies, and partners to ensure alignment and impact. Working closely with the Chief Development Officer and the fundraising team, this leader will help refine the structures, culture, and systems that support donor engagement and revenue growth.

The Vice President will play a key role in supporting Operation Excellence, the Foundation's \$108M campaign, ensuring compelling, consistent, and strategic communications that maintain momentum, engage donors, and reinforce the campaign's impact and long-term vision.

This is a compelling opportunity for a seasoned leader who is energized by purpose-driven work and motivated to help advance healthcare through thoughtful, strategic, and impactful marketing and communications leadership.

Location and Work Model: The Health Sciences Centre Foundation is located at PW112-700 William Avenue in Winnipeg, Manitoba. HSC Foundation offers a flexible, hybrid work model.

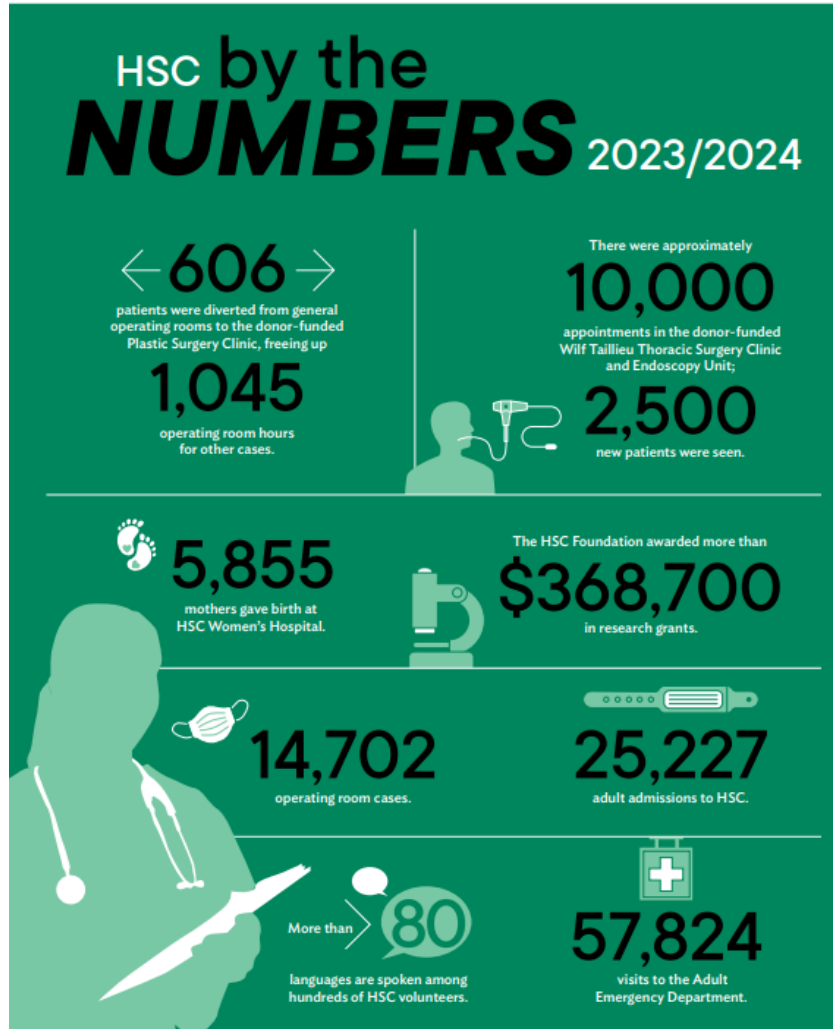
ABOUT HEALTH SCIENCES CENTRE (HSC)

HSC Winnipeg is Manitoba's only designated provincial hospital. At 865 beds, HSC is Manitoba's largest health-care facility, a major teaching hospital, and a vital tertiary center for complex care (trauma, burns, neurosciences, cancer, pediatrics) serving Manitoba, NW Ontario, and Nunavut, offering comprehensive inpatient, outpatient, and specialized services, functioning as a hub for advanced medical training and research alongside its extensive patient care operations.

Its role as a teaching and research hospital helps train future medical professionals and integrate cutting-edge science into care. With ongoing infrastructure investments and a broad catchment population, HSC stands at the centre of healthcare delivery for a large and diverse region.

Our vision is *Patients First*

- Patients are at the centre of everything we do.
- We see our work through patients' eyes, and do what is right, not necessarily what is easiest.
- We involve patients in their care, listening and learning everything we can, and sharing what we know.
- Together, we provide the very best possible hospital experience for the people we serve.



ABOUT HEALTH SCIENCES CENTRE FOUNDATION

In partnership with over 58,000 donors since 1976, the Health Sciences Centre Foundation supports the important work of HSC Winnipeg — Manitoba's hospital. Foundation gifts promote innovation and help to advance vital medical research; purchase state-of-the-art equipment to diagnose and treat patients; train the next generation of medical and research leaders; enhance HSC Winnipeg's facilities; and implement programs to enhance the patient and family experience. As a Foundation, it is our role to inspire generosity and earn donor trust by building relationships, by sharing stories of excellence in research and patient care, and by connecting donors with the projects and opportunities that matter most to them. Together, we make life better for patients and their loved ones.



ABOUT OPERATION EXCELLENCE CAMPAIGN

Operation Excellence, launched in 2022, is the HSC Foundation's generational \$108 million campaign to eliminate surgical wait lists at Health Sciences Centre by 2030 (cost shared 50/50 with the Province of Manitoba). The campaign is driving major investments in new diagnostic and surgical technologies, expanded and repurposed operating rooms and procedure spaces, and upgraded wait list management systems. Each improvement is designed to enhance surgical outcomes, support faster recoveries, and shorten hospital stays, thereby improving patient flow. Every day sooner a patient returns home is a day that a bed becomes available for the next Manitoban in need.

A defining achievement of the campaign so far is the acquisition of Manitoba's first surgical robot, the da Vinci Xi. This state-of-the-art system enables minimally invasive procedures that often allow patients to go home the next day (sometimes even the same day) cancer-free and with minimal pain. Between September 2024 and September 2025, the robot was used in 270 cases across three surgical specialties, directly freeing up 330 bed days and generating \$1.13 million in operational savings. It has also helped HSC attract new surgical talent and opened the door to life-saving procedures for patients who previously would not have been candidates for surgery at all.

Campaign Goals:

- An immediate impact on the diagnostic and surgical wait list
- Better patient outcomes
- Shorter hospital stays through the use of minimally invasive procedures that require shorter recovery periods
- More efficient systems for surgical referrals and wait list management through advanced software
- Creating the conditions for HSC to always embrace the next innovations in surgical care
- Firmly establishing HSC as an employer of choice for leading surgeons and other medical professionals

HSC FOUNDATION APPROACHES 50 YEAR MILESTONE

In 1976, in Winnipeg, a monumental accomplishment took place – the launch of the Health Sciences Centre Research Foundation.

The Foundation opened its doors in September of that year. A group of dynamic volunteers came together – with William C. Gardner at the helm – to rally donors in support of medical research. Within a few years, the name changed to the Health Sciences Centre Foundation to reflect a broader mandate of support for HSC Winnipeg – Manitoba’s flagship hospital.

For nearly 50 years, over 58,000 donors have made over \$355 million in gifts to the Foundation. Funds have been used to enhance patient care, acquire new equipment, train young medical professionals, enhance hospital facilities, and, in the spirit of the founders’ vision, support over 400 research projects.

As we pause to acknowledge nearly 50 years of generosity, innovation, compassion, and progress, we thank our donors, our leaders, and our staff for their passion and exceptional contributions. We also thank our partners at HSC for their commitment to excellence.

It would be impossible to capture every key moment in the Foundation’s history. We have had many hundreds of heroes along the way, and many dozens of key milestones.

As the needs of Manitobans change and as medical technology continues to advance quickly, we look forward to working with our donors to help HSC achieve even greater levels of excellence.

ADDITIONAL INFORMATION

[Health Sciences Centre Foundation](#)
[Foundation Staff & Board](#)
[Shared Health Manitoba](#)
[Reports and Statements](#)

[Mission and Values](#)
[Health Sciences Centre](#)
[Operation Excellence Campaign](#)
[Newsletters](#)

BOARD OF DIRECTORS, HSC FOUNDATION

Katie Hall Hursh, Board Chair
Brian Lerner, Vice Chair; Nominating & Governance Chair
Andrew Stibbard, Treasurer; Finance & Audit Chair
Ray Bouchard, Fundraising Chair
Richard Buchwald, K.C., Lottery Management Chair
Sarah Anderson
Jarrett Bishop
Ken Bolt
Jim Eng
William S. Gardner, K.C.

Trish Gehlen Preston
Dr. Perry Gray
Tara Kroeker
Danny Menard
Margaret Proven
Allana Schmidt
Doug Stephen
Chris Watson
Grant White
Jackie Wild

Ex Officio

Paul Beaudin – Director of Research & Innovation, Shared Health
Jonathon Lyon – President & CEO, Health Sciences Centre Foundation
Monika Warren – Chief Operating Officer, Health Sciences Centre

KEY DUTIES & RESPONSIBILITIES

Strategic Leadership

- Serve as an active senior leader, partnering with the CEO and leadership team to shape annual and long-range plans, set organizational targets, and monitor and report progress internally and to the Board to advance the Foundation's priorities and overall success.
- Lead the assessment and development of an integrated marketing and communications strategy that strengthens the hospital's reputation, drives community engagement, and advances fundraising efforts.
- Collaborate with the Chief Development Officer and the development team to drive strategy, build effective structures, and foster a culture that supports fundraising efforts.
- Serve as a strategic partner to the President & CEO, providing counsel on communications, marketing, and external engagement.
- Manage and/or participate in relevant committees and sub-committees of the Board of Directors.
- Liaise, collaborate, and partner with hospital and Shared Health colleagues, participating in relevant groups and committees.

Strategic Marketing and Communications

- Lead the development of comprehensive annual and multi-year marketing and communications plans, aligned to organizational strategy and fundraising revenue goals.
- Define and track key performance indicators regularly reporting on marketing, communications and using data to inform strategy and decision making.
- Oversee marketing and brand budgets, ensuring resources are allocated effectively and ROI is maximized.
- Update and ensure alignment with HSCF brand standards and guidelines, maintaining the integrity of HSCF visual identity.
- Oversee the development and direct the implementation of strategic donor communications including web and social media, donor and impact reports, e-communication, gift acknowledgements, event collateral, newsletters, fundraising campaign materials. Work in close collaboration with the Chief Development Officer to ensure alignment with organizational priorities and fundraising goals.
- Develop and execute a social media strategy to strengthen brand presence, extend reach, and engage new and existing audiences.
- Develop a model for the communications and marketing functions across Shared Health, the hospital and the foundation to best work together, optimizing resources and impact.
- Expand the organization's reach by identifying and engaging new audiences, partners, and supporters.
- Oversee communications with key constituencies, including donors, government, hospital leadership, and community stakeholders.
- Lead public relations strategy and execution, ensuring consistent, compelling messaging and positive media relationships.
- Oversee third-party agencies, annual giving communications, and signature initiatives such as Tri-Hospital Lottery, HSC Millionaire Lottery, Savour: Wine & Food Experience, Innovation HSC Radiothon, and the Payroll 50/50 program.
- Advise on emerging trends, legislation, policies and issues that may impact HSCF's brand or strategic priorities.
- Keep abreast of best practices to provide strategic advice and guidance related to the continuous improvement of HSCF's communications and marketing strategy, tools or practice.

Team Leadership

- Lead a current team of four direct reports, providing direction in setting and achieving goals, and managing program accountabilities.
- Provide leadership, direction, coaching, and performance management to a capable team of professionals, supporting them in reaching Foundation and personal goals.
- Support and champion change management as required.
- Recruit, hire, manage, and train additional Foundation staff as required.
- Lead by example and promote collaborative organizational culture throughout the whole organization.
- In collaboration with the Director of Human Resources, develop short- and long-term strategies to ensure the team is properly resourced to achieve goals.

QUALIFICATIONS & EXPERIENCE

- Progressive leadership experience in marketing, strategic communications, and brand management.
- Proven track record of developing and executing effective marketing, communications, and social media strategies that drive engagement and results.
- Track record of collaborating with philanthropy colleagues to translate fundraising priorities into clear, persuasive messaging, case for support materials, and multi-channel campaign assets.
- Strong understanding of the donor lifecycle and how marketing and communications strategies support donor acquisition, retention and stewardship.
- Ability to align Foundation communications with broader hospital or health system messaging while maintaining a distinct philanthropic voice that resonates with donors, volunteers, and community stakeholders.
- Proven success in developing relationships, engaging, and working with senior volunteers, physicians, and hospital administration (or equivalent) in a complex environment to advance the mission of the organization.
- Strong understanding of the unique reputational considerations in healthcare and philanthropy, including donor privacy, patient stories, and regulatory or ethical constraints.
- Experience overseeing crisis and issues communications, working closely with hospital leadership and clinical partners to ensure timely, coordinated, and sensitive responses that protect trust and credibility.
- Experience managing relationships with external agencies and partners (PR firms, media consultants, creative agencies) to support campaign launches, announcements, and high-profile initiatives.
- Comfortable operating in a fast-paced environment, with the ability to assess situations, make timely decisions, and adapt as needed.
- Experience leading and supporting teams in a positive, inclusive, and empowering manner.
- Demonstrated ability to lead and manage change, bringing others along through periods of growth or transformation.
- Collaborative team player with a strong commitment to partnership and shared success.
- Strong judgement skills, and experience identifying and anticipating issues.
- Demonstrated knowledge of and interest in promoting a culture of diversity, equity, inclusion, and accessibility; previous experience and understanding of working with staff, volunteers, and donors from diverse cultural, socio-economic, and ethnic backgrounds.
- Experience working in a hospital environment and/or health-related charity is an asset.



LEADERSHIP BIOGRAPHY

JONATHON LYON

PRESIDENT & CHIEF EXECUTIVE OFFICER, HEALTH SCIENCES CENTRE FOUNDATION



The Health Sciences Centre Foundation rallies individual, corporate, and institutional donors in support of HSC Winnipeg—Manitoba’s hospital. By inspiring Manitobans to donate, the HSC Foundation—under Jonathon Lyon’s leadership—enhances patient care and accelerates innovation at HSC through the acquisition of state-of-the-art technology, the development of new clinical spaces, and the promotion of ground-breaking research.

Hired as President and CEO in 2012, Jonathon leads a diverse and successful professional team and works closely with a passionate Board of Directors.

Jonathon has deep respect for the outstanding professionals at HSC and profound gratitude for the exceptional care they provide. He has personally experienced how Manitoba’s flagship hospital is there when people need it most. In 2002, his parents suffered serious injuries in a car accident and received life-saving care at HSC. This experience inspired Jonathon to become involved with the HSC Foundation.

From 2004 to 2009, Jonathon served on the HSC Foundation Board of Directors. During this time, he helped raise funds for the initial construction of the Kleysen Institute for Advanced Medicine, the Foundation’s largest initiative at the time.

Under Jonathon’s executive leadership, the Foundation has set bold targets and has served as a catalyst for important new projects at HSC, including the Paul Albrechtsen Interventional Radiology Suites, the redevelopment of the RR4 Plastic Surgery Clinic, and the Wilf Taillieu Thoracic Surgery Clinic and Endoscopy Unit, among others. Each of these initiatives has been extraordinarily successful in delivering better patient outcomes and reducing wait times. Building on the momentum generated by these visionary projects, the Foundation launched Operation Excellence—the largest campaign in its history—in June 2022. This multi-year, multi-million-dollar campaign is designed to reduce and ultimately eliminate wait times for diagnostic tests and surgeries by dramatically expanding the delivery of minimally invasive surgery at HSC (see www.OperationExcellence.ca for more details).

Believing in the power of partnership, Jonathon has galvanized relationships with government officials, hospital leaders, and community stakeholders in support of the Foundation’s vision of delivering tomorrow’s health care, today. During Jonathon’s tenure, the Foundation has raised over \$250 million in support of this vision. All of Jonathon’s work is focused on helping HSC provide the best and most timely patient care possible, and on helping HSC attract and retain leading health care professionals by making sure they have the tools and spaces they need to do their best work.

A proud fifth-generation Manitoban, Jonathon has a diverse base of experience gained from his time working in government, medical sales, recruitment, and politics. Jonathon lives in Winnipeg with his wife and two adult children.

Organizational Chart

