



Brain Tumour Foundation of Canada is dedicated to supporting individuals affected by brain tumours through programs, services, research, and advocacy. Our mission is to create a world where every person affected by a brain tumour thrives.

The Marketing & Fund Development Committee provides strategic advice and guidance to senior leadership on marketing, communications, brand strategy, and fundraising initiatives. This committee plays a vital role in ensuring our efforts effectively engage stakeholders and generate sustainable resources to advance our mission.

Role & Responsibilities

As a committee member, you will:

- Contribute to strategic marketing plans that enhance awareness of BTFC's mission and impact.
- Provide input on branding, storytelling, digital engagement, and media strategies.
- Advise on fundraising strategies, donor engagement, and stewardship approaches.
- Offer insights on emerging trends and opportunities in marketing and philanthropy.
- Support alignment between marketing and fund development activities for maximum impact.

Skills & Experience

We are seeking individuals with expertise in one or more of the following areas:

- Marketing and Communications
- Fundraising/Philanthropy
- Public Relations
- Strategic Partnerships

Commitment:

- Approximately 4 meetings per year + occasional support between meetings
- Term: 3 years (renewable once)



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