

## Organization

### Humber Polytechnic

Humber Polytechnic (Humber) was established in 1967 as Humber College, located on Lake Shore Boulevard West in Toronto, and it officially opened its North Campus in 1968. Over the years, Humber has expanded its locations. Through its partnership with the University of Guelph, the University of Guelph-Humber was created in 2002 on the North Campus, and in 2021 the Downtown Toronto campus was established. Today, Humber offers more than 200 programs and 17 areas of interest, including bachelor's degrees, diplomas, certificates, and apprenticeship programs, serving more than 86,000 total learners with more than 10,000 international students from 120 countries. Humber's educational approach emphasizes a combination of theoretical, experiential, work-integrated learning that fosters employability among its graduates. Ranked as one of the Top 10 applied research post-secondary institutions in Canada, Humber comprises six academic faculties, including Liberal Arts & Sciences, Applied Sciences & Technology, Business, Health Sciences & Wellness, Social & Community Services, and Media, Creative Arts, and Design. Humber is governed by the Board of Governors, and in 2023 Dr. Ann Marie Vaughan became its fifth President & CEO, the first woman to hold the position.

### Humber Cultural Hub

The Humber Cultural Hub (HCH) is a place where education, innovation, and the arts converge within a state-of-the-art facility designed to support emerging creators and industry professionals alike. This visionary space, spanning multiple interconnected venues on the Lakeshore Campus, represents a bold \$200 million investment in the future of arts, media, culture, and creativity in the Greater Toronto Area (GTA). Building on Humber's expertise in teaching and learning, culture of experimentation and innovation, comprehensive programming, community-engaged practices, and industry partnerships, the HCH aims to enhance the creative process, applied research, and research-creation in the creative industries through interdisciplinary co-operation.

Phase I of the HCH opened in Fall 2024 with Phase II set to follow in 2026, and both are part of *Unlimited: The Campaign for Humber* with a bold ambition to ignite discovery and innovation, accelerate student potential, and transform the learning experience. *Unlimited* will create an environment for achievement, and it will set the stage for a future full of limitless potential and success for Humber students. Designed as a multidisciplinary creative hub, the HCH features a 144-seat recital hall optimized for concerts and live recordings, a digital recording studio with Dolby Atmos technology (Phase I), and cutting-edge performance and production spaces, including a 500-seat multidisciplinary performance hall equipped with immersive video and audio capabilities (Phase II). These spaces, along with film production studios, rehearsal rooms, and outdoor performance areas, will make the HCH a one-of-a-kind institution in Canada.

A key element of the HCH's mission is to redefine creative education, moving beyond traditional classroom models to embrace experiential learning and interdisciplinary collaboration. Its integration with Humber's Faculty of Media, Creative Arts, and Design provides extraordinary opportunity for cross-pollination and expanded learning opportunities across the wide array of disciplines within the Faculty's portfolio; film and tv production, media communications, music, visual & digital arts, acting, comedy writing & performance, theatre arts, game programming. Aspirations to enliven the entire Lakeshore Campus speak to the HCH as an approach to culture, art and community which is applied beyond the new facilities.

Furthermore, the goals for HCH to partner broadly across creative sectors ensure that it will be well positioned at the forefront of cultural innovation, rooted in meaningful collaboration. Artist-in-residence and producer-in-residence programs provide students with mentorship opportunities while fostering the creation of groundbreaking work. The HCH also supports applied research, exploring areas such as spatial sound engineering, accessibility in comedy, and immersive audience engagement.

The HCH is deeply embedded in its community, positioning itself as the cultural anchor of southwest Toronto. Embracing a philosophy of the 'campus as a canvas,' HCH is poised to play a crucial role in expanding access to arts and culture outside the downtown core. Major events such as Nuit Blanche pave the way for other similar art and cultural activities to be hosted on its grounds, attracting artists and audiences from across southern Ontario. With its world-class facilities, forward-thinking programming, and deep community engagement, the HCH is poised to become a national leader in creative industries education, research, and performance. It represents not just a

building, but an ecosystem—one that nurtures talent, drives economic and cultural growth, and cements Humber's role as a global innovator in arts and technology.

Direct reports to the Director, Humber Cultural Hub (Director) are currently anticipated to include a Programming Coordinator, Program Support Officer, Operations Manager, Front of House Coordinator, and non-direct supervision of staff in both marketing and technical services, which will be supplemented by student support roles. The size and scale of staffing, however, will be finalized once the Director is hired and delves more deeply into the needs of HCH and the broader Humber community.

## Community

Toronto is located on the traditional territory of many Indigenous peoples, including the Anishnabeg, Haudenosaunee, Mississaugas of the Credit, Chippewa, and Wendat. Also known as Tkaronto by Indigenous peoples, the area is also covered by Treaty 13 and the Williams Treaties. Toronto is Canada's largest city, situated on the northwestern shore of Lake Ontario. Toronto's population is approximately three million residents, and the GTA is a sprawling metropolitan region with a population approaching seven million people. The GTA encompasses not only Toronto but also surrounding municipalities, making it one of the largest urban areas in North America. Its demographics are approximately 50% white, 13% East Asian, 12% South Asian, 9% Black, 7% Southeast Asian, 3% Latin American, 2% West Asian, 1% Arab, and 1% Indigenous. The United Nations has also designated Toronto as the most diverse city on the planet with more than 50 percent of the population being foreign born.

Toronto is renowned for its vibrant neighbourhoods, varied culinary scene, and extensive cultural institutions, including the Art Gallery of Ontario, Canadian Opera Company, Canadian Stage, Mirvish Productions, National Ballet of Canada, Royal Ontario Museum, The Second City Toronto, Toronto Symphony Orchestra, and TO Live, among many others. In addition to numerous museums and performing arts organizations, large-scale special events can be found almost every weekend of the year throughout the GTA. Several signature events include Nuit Blanche, Luminato Festival Toronto, Pride Toronto, Canadian National Exhibition, Toronto Caribbean Carnival, and Toronto International Film Festival, to name a few. With more than 8,000 international restaurants from which to choose, the food scene in the GTA is one of the finest and most eclectic in the world. Toronto was the first in Canada to be designated as a Creative City of Media Arts by the United Nations Educational, Scientific, and Cultural Organization (UNESCO).

Etobicoke, a former municipality that is now part of Toronto, is located in the city's western section along the shores of Lake Ontario. It serves as home to Humber's Lakeshore Campus and North Campus, which are about 18 kilometers from one another. The Etobicoke York Community Council Area has a population of approximately 600,000 residents, and the median age in this area is 40.7 years. Known for its mix of suburban and urban living, Etobicoke offers a variety of residential neighborhoods, commercial centres, and extensive parklands, including the Humber Bay Park and Centennial Park. The district has a strong industrial and economic presence, with businesses in logistics, media, and film production contributing to the city's economy. Etobicoke's cultural identity is shaped by its diverse communities and commitment to arts and education. The area hosts events such as Nuit Blanche and the Lakeshore Arts Festival, reinforcing its role as a cultural destination. With its unique blend of historic sites, modern development, and a growing creative sector, Etobicoke continues to evolve as a key part of Toronto's future. Just to the west of Etobicoke is the growing City of Mississauga, home to Lester B. Pearson International Airport, which has a population approaching 800,000 with over 60% of residents identifying as visible minorities.

The GTA has had an increasing impact on global popular culture due to the rise of hip-hop stars like Drake and The Weeknd. *Vogue* magazine declared Toronto's West Queen West neighbourhood, just east of Etobicoke, the "second coolest neighbourhood in the world." Toronto is also known for its acclaimed sports teams, including the Toronto Raptors (founded 1993), Toronto Blue Jays (1977), Toronto Argonauts (1873), Toronto Football Club (2005), and Toronto Maple Leafs (1917). The Toronto Sceptres had its first game in 2024 as one of the six charter franchises of the Professional Women's Hockey League, and they will be joined in 2026 by Toronto Tempo, which becomes the first Women's National Basketball Association team outside the United States.

Toronto has four public universities, two polytechnics, two colleges, and 128 specialised research centres. Toronto is the fastest growing technology market in North America, with 80,100 jobs created—greater than the job growth in New York City, Seattle, and Boston combined. The city has also been undergoing a construction boom over the last decade. This increased commercial development is also coinciding with major transportation upgrades,

including the \$640 million revitalization of Union Station, Canada's busiest transportation hub. Toronto also plays a significant role in the global film industry, serving as a filming location for numerous television shows and movies.

Sources: [toronto.ca](http://toronto.ca); [destinationtoronto.ca](http://destinationtoronto.ca); [statcan.gc.ca](http://statcan.gc.ca); [census.gc.ca](http://census.gc.ca); [cbc.ca](http://cbc.ca); [thestar.com](http://thestar.com); [travellandlesisure.com](http://travellandlesisure.com); [financialpost.com](http://financialpost.com)

## Position Summary

The Director will lead and advance HCH's mission as a dynamic centre for artistic excellence, research, and interdisciplinary collaboration that uplifts Humber's strategic direction. Reporting to the Senior Vice President, Academic, partnering with the Senior Dean, Faculty of Media, Creative Arts, and Design, and developing an impactful Advisory Committee, they will be responsible for shaping a strategic vision that aligns with Humber's institutional goals while managing the balance between academic programming, research initiatives, and external partnerships. The Director will bring a sophisticated approach to stakeholder engagement, ensuring that competing interests—such as academic access to specialized spaces balanced with community access—are managed with diplomacy and strategic foresight. They will oversee artistic programming, curating a global ecosystem of independent and emerging artists that contribute to the cultural vibrancy of South Etobicoke and the GTA.

The Director will provide leadership across multiple divisions, working closely with faculty, students, marketing, advancement, alumni relations, public safety, and external partners including artists, booking agents, festival organizers, granting bodies, and sponsors. Maintaining a high level of visibility, the Director will represent HCH at industry conferences, panels, and media engagements, strengthening its reputation as a premier arts and cultural hub. The Director will drive financial sustainability by securing funding through sponsorships, donor relations, earned revenue opportunities, and grants, ensuring a robust business model that supports both operational needs and long-term growth. Their leadership and entrepreneurship will be essential in navigating the increasing complexity of access, fiscal responsibility, and communication strategies related to the use of HCH facilities. With a deep understanding of artistic direction, industry trends, and academic research, the Director will serve as a key figure in fostering a thriving, innovative, and inclusive cultural environment throughout the Humber community.

## Roles and Responsibilities

### Strategic Vision and Operational Leadership

- Develop and implement a strategic and operational plan for the HCH that is aligned with Humber's Strategic and Academic Plans.
- Initiate and infuse artistic and cultural activity across Humber's Lakeshore campus, collaborating with the six Deans of academic and programmatic divisions to embed creativity as a driver of the student experience and for community vitality.
- Establish and grow authentic relationships with relevant internal and external stakeholders and leaders to support the development of HCH partnerships, projects, and related activities.
- Lead and support student, faculty, and external partner activities related to applied research, skills development, and experiential learning activities within the HCH.
- Coordinate with relevant internal and external leaders to ensure that appropriate facilities, equipment, and resources are available for HCH programming and activities.
- Champion the principles of equity, diversity, inclusion, and access to ensure an artistic and organizational culture that respects different perspectives and nurtures an environment of goodwill, inclusion, and empowerment at all levels.
- Oversee development, implementation, and compliance of HCH specific policies and procedures.
- Embrace other strategic vision and operational leadership roles, as needed.

### Revenue Enhancement and Business Development

- Lead and facilitate the development of funding initiatives for HCH operations and programs in collaboration with Government Relations, Advancement & Alumni, Research & Innovation, and the HCH Advisory Committee.
- Meet or exceed key revenue driver targets under the direction of the Senior Dean of Faculty of Media, Art & Design and in collaboration with relevant internal stakeholders and external associations, tourism and trade associations, and government branches involving Economic Development & Culture (EDC), private businesses within and related to the cultural industries.
- Activate strategic partnerships with artists, creators, and cultural organizations to expand stakeholders, build audiences, and diversify earned revenue opportunities for HCH.

- Ensure quality control in Humber submissions and proposals, grants, and other business development strategies, so that they align with academic and artistic excellence, Humber strategic goals and policies, and overlapping interests from local communities.
- Collaborate with Continuous Professional Learning and Conference Services to identify and deliver additional revenue generation opportunities.
- Embrace other revenue enhancement and business development roles, as needed.

### **Community Ambassadorship and External Relations**

- Maintain awareness of new and existing industry trends, creatives & performers, connecting opportunities across Humber faculties, departments, and divisions.
- Represent Humber and the HCH on external committees and panels locally, regionally, and nationally.
- Advance the HCH strategy, value proposition, and related business opportunities amongst internal divisions and with relevant stakeholders and community connections.
- Build relationships and community connections with internal and external stakeholders, ensuring close alignment with the Office of the Principal of the Lakeshore Campus, all academic divisions and particularly with the Faculty of Media, Creative Arts, and Design, Humber Government Relations, and local municipal leaders from Toronto, Peel, and Mississauga.
- Embrace other community ambassadorship and external relations roles, as needed.

### **Traits and Characteristics**

The Director will be a dynamic and resourceful leader, adept at navigating a fast-paced and evolving environment. With a strong competitive drive and an instinct for innovation, they will confidently champion HCH's mission, engaging stakeholders with a compelling vision for its future. Comfortable balancing high-level strategy with hands-on execution, the Director will build strong relationships across diverse audiences, fostering collaboration and adaptability in pursuit of shared goals. This individual will thrive in situations requiring quick thinking, strategic decision-making, and an ability to pivot rapidly between tasks while maintaining a results-driven approach. A confident communicator and natural connector, the Director will leverage past experience, intuition, and emerging opportunities to shape HCH as a vibrant cultural and creative hub. With an urgency to act and a keen ability to maximize efficiency and impact, they will drive forward new ideas and partnerships that elevate HCH's role within Humber and beyond.

Other key competencies include:

- **Leadership and Personal Accountability** – The authenticity to influence and inspire others to believe and participate in an impactful vision while holding oneself answerable for personal and professional actions.
- **Diplomacy and Time & Priority Management** – The dexterity to analyze all aspects of a situation and listen to many points of view to make consistently sound decisions and facilitate agreements with and between multiple individuals and stakeholder groups with emotional intelligence.
- **Interpersonal Skills** – The agility to effectively and tactfully handle difficult or sensitive issues while organizing and influencing people to believe in a vision and sense of purpose and direction.
- **Planning, Organizing, and Flexibility** – The capacity to define and diagnose key aspects of a challenge and then establish a rigorous yet adaptable course of action to achieve the desired multifaceted project and stakeholder engagement outcomes.

### **Qualifications**

A minimum of seven to nine years of senior management expertise in leading the programming, presentation, and promotion of a multidisciplinary performing arts venue within a not-for-profit, academic, or government setting is required. Sound knowledge and proven ability assessing risk and related opportunities in music, film, theatre, or other performing arts disciplines are expected, and experience working in a multi-unionized environment with a deep understanding of health and safety standards is appreciated. A comprehensive understanding of venue and staff capacity utilization and management, audience development, community ambassadorship in an academic environment, major cultural organization, or elsewhere in the creative sector is needed. A specialized university degree or equivalent experience as a fine arts practitioner in production, management, business, research, or policy is expected with a master's degree preferred. Exceptional relationship management, donor cultivation, and creative industry expertise and connections are preferred. The ability to work flexible hours on evenings and weekends is

required in best serving the needs of numerous stakeholders and the community that HCH will serve. Canadian citizens, permanent residents, or those who otherwise have a current legal right to work in Canada are welcome to apply.

### Compensation and Benefits

Humber provides a competitive and equitable compensation package estimated to be in the range of \$150,000 to \$200,000 plus performance bonus opportunities. A comprehensive benefits package includes paid time off and holidays; health, medical, dental, vision, and prescription drugs; long-term disability, and life insurances; and defined contribution retirement plan, among others found [here](#). The quality of life in Toronto and Canada provides an excellent opportunity for personal and professional growth in a welcoming society.

### Applications and Inquiries

As part of an inclusive process, interested applicants are invited to inquire and/or submit a cover letter that uplifts their qualifications for the outlined position; a resume that highlights a chronological career progression, education, and associated accomplishments; and a production-oriented curriculum vitae that demonstrates how the applicant's past experience has made a meaningful contribution to contemporary creative arts, media, design, higher education, and/or society.

Humber is committed to accommodating applicants with disabilities throughout the hiring process, in accordance with the Accessibility for Ontarians with Disabilities Act. Arts Consulting Group will work with applicants requesting accommodations at any stage of the hiring process. To submit materials (electronic submissions preferred), please click [here](#) or visit [artsconsulting.com/opensearches](https://artsconsulting.com/opensearches).

For questions or general inquiries about this unique opportunity, please contact:

Bruce D. Thibodeau, President



52 Church Street, Suite 217  
Toronto, Ontario M5C 2B5  
Tel (888) 234.4236 Ext. 201  
Email [Humber@ArtsConsulting.com](mailto:Humber@ArtsConsulting.com)

**Humber Polytechnic is committed to a workforce that reflects the diversity of our students and our city. We actively seek Indigenous Peoples and individuals from equity-deserving groups with demonstrated skills and knowledge to deal with all aspects of equity, diversity and inclusion in a post-secondary environment.**

**Humber supports employment equity. Racialized workers, women, Indigenous workers, LGBTQ2S+ workers and workers with disabilities are encouraged to apply. For the purpose of statistical data collection, applicants are strongly encouraged to voluntarily self-identify. Humber's diverse workplace also supports Francophone workers and young workers.**