



Director of Marketing 2017-043

Reports to: Chief Executive Officer
Location: Vancouver
Status: Permanent Full-time; Exempt
Salary: Competitive Salary with Benefits

POSITION SUMMARY:

Under the general direction of the CEO, the Director of Marketing shall be responsible for the development and implementation of high level employment engagement strategies, the monitoring of the organization's employer engagement results, and for employer communication.

In addition, the Director of Marketing will provide support in the development of Open Door Group's fundraising and business development initiatives, and will secure donations and contracts from such initiatives.

Without limiting the generality of the foregoing, primary responsibilities of the Director of Marketing are to:

1. Work with the CEO and COO to develop and implement an annual employment engagement strategy for the organization.
2. Monitor, report on, and support employer provincial and regional engagement initiatives and campaigns.
3. Report on the achievement of employment results, identify variances, and work with the Directors to make changes to improve performance.
4. Develop successful high level employer partnerships.
5. Conduct ongoing employer feedback and communicate results.
6. Plan, organize, market, and implement the annual UnTapped campaign.
7. Support in the development and implementation of the organization's fundraising strategy.
8. Support in the research and development of products and services that can be marketed and sold.
9. Obtain donations and contracts from fundraising and business initiatives.
10. Perform other duties as assigned.

Qualifications:

- Bachelor's Degree in Marketing from a recognized university.

Work Experience:

- 3-5 years' experience in direct marketing and sales.
- Must have a track record of exceeding performance expectations.
- Evidence of the ability to consistently make good decisions through a combination of analysis, wisdom, experience and judgement.
- Proficient in MS applications, including Excel, PowerPoint, and Word.
- Experience with Photoshop, Illustrator, Google Analytics, Content Management Programs and Email and Marketing Software (i.e. Constant Contact), and Project Management considered an asset.
- Experience in meeting tight deadlines.

Skills and Abilities:

- Extremely confident in public speaking and self-motivated.
- Team oriented with positive attitude.
- Ability to build strong relationships with outside partners and possess strong negotiating skills.
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Successful with outlining, managing and performing multi-tasking environment.
- Ability to prepare effective and compelling marketing material
- Ability to work in a flexible environment and to work independently

Hours of Work: 36 hours per week, plus the ability to work flexible hours when required.

Date Posted: July 14th, 2017

Closing Date: July 21st, 2017

Starting Date: To be confirmed

Submit Resume to: human.resources@opendoorgroup.org

PLEASE CITE JOB CODE 2017-043 WHEN APPLYING FOR POSITION