



A Career Opportunity

At UNICEF, we work tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in more countries and have saved more children's lives than any other humanitarian organization.

By embarking on an ambitious campaign, we will reach every child, even those in the most remote and hard-to-reach places with the essentials that every child and every family needs to survive. Because no child is too far.

Consider joining us as our:

Manager, Marketing

(Permanent, Full-time, based in Toronto)

Reporting to the Director, Communications & Brand, the role of the Manager, Marketing will provide support for major campaigns and initiatives, manage project development and ensure brand alignment. The position manages a small team and works cross-functionally within the organization and with outside partners to lead and co-ordinate all the talents and expertise needed to execute marketing projects.

The responsibilities of the position will include:

Project Management (50%)

- Responsible for providing strategic brand and marketing input to all projects through the creative brief process, as well as management of projects from briefing to delivery/execution phase.
- Present weekly status updates to manager on key projects.
- Create detailed workback and planning schedules and maintain status / milestones for marketing projects.
- Contribute to the annual budgeting, planning and goal-setting process.
- Review and code all program invoices for review and approval, and systematically manage and track program related costs and invoices.
- Coordinate translation of completed English materials to French language.
- Manage agency relationships.
- In support of the director, provide input and expertise on the annual budget for the marketing team.
- Copy edit all copy decks that come through the marketing department.
- Keep project board and Smartsheet up-to-date with all current and upcoming projects with design hours allocated for each project.



- Work with external graphic designers when work needs to be outsourced, providing them with a brief and all files they require.
- Manage approval process for all creative briefs submitted to marketing.
- Schedule the graphic designer's time according to priority of projects i.e. deadlines, revenue.
- Manage inventory of marketing materials including promotional goods.

Brand Marketing (30%)

- Provide input on the marketing aspects of campaigns—organization-wide and smaller campaigns. This includes providing marketing support to the Survival Gifts program in collaboration with the fundraising team. This work includes, but is not limited to, support on catalogue development, the online “shop”, collateral materials, photo sourcing, media buys as needed and copy writing.
- Provide logistical support and marketing input for emergency campaigns and outreach on various channels, including owned, paid media and leveraged/bonus media.
- Work in collaboration with other internal teams on post-campaign analyses and recommendations for future initiatives.
- Liaise with the Manager, Digital Marketing for SEO and SEM initiatives for all digital marketing and assist with the development of special online initiatives in collaboration with UNICEF's digital team.
- Write and develop content as needed for various marketing channels, including advertorials, web and other collateral.
- Liaise and partner with the fundraising, corporate and development teams to support their fundraising initiatives and highlight partnerships.
- Work in collaboration with other internal teams on post-campaign analyses and recommendations for future initiatives
- Under the guidance of the director, provide support to the organization-wide integrated, strategic communications working group.
- Identify and monitor key competitor programs.
- Manage agency relationships, as needed.

People Management and Coaching (20%)

- Recruit and develop effective, motivated individuals to achieve common team goals.
- Ensure integrity with the mission and values.
- Encourage individuals to develop strengths and support opportunities to foster professional growth.
- Develop and execute on-boarding and succession plans to ensure program continuity.
- Conduct team annual goal setting planning and performance review as established by organizational processes; support employee engagement strategies as required.





The ideal candidate will have:

- A post-secondary degree or college diploma in Marketing.
- A minimum five (5) plus years of marketing experience, preferably with brand, project management and strategy development and execution experience.
- Experience managing staff to effectively reach goals and generate results.
- Strong organization and program management skills with high attention to detail and the ability to multi-task.
- Strong writing skills with proficiency for providing written content for a variety of channels, including, but not limited to, web, advertorials and mat stories.
- Strong written and verbal communication skills, including experience in writing focused briefs that demonstrate true consumer insight.
- A good understanding of basic statistics, percentages, response rates and budgeting and be able to confidently report on statistical and numerical results.
- Demonstrated presentation skills and the ability to effectively articulate ideas, concepts and project direction.
- A team player who thrives in a fast-paced environment.
- Results-driven and deadline oriented with the ability to follow through on timelines.
- Strong copy editing and proofreading skills with the ability to provide input on brand alignment.
- Microsoft Office proficiency (Excel, PowerPoint, and Word).
- Basic proficiency in Graphic Design (preferred).

For consideration, please submit your resume and cover letter to careers@unicef.ca by **November 19, 2016**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Manager, Marketing**” clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.

