



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:

Deputy Director, Marketing

(12-month contract starting in August 2018; Full-time; based in Toronto)

The Deputy Director, Marketing is responsible for all activities related to UNICEF Canada's marketing activities including enhancement, integration and measurement. This role will work effectively across all teams in the organization including, fundraising, mission, and operations. This role will work directly with the Director of Communications and Brand to ensure that the strategies are and integrated when possible. This person will develop targeted marketing plans to support all fundraising activities of the organization and will advise teams on the needs of the Canadian market. This role will also support the development of an integrated digital marketing strategy for the organization.

The responsibilities of the position will include:

Strategy & Planning (50%)

- Lead development and drive implementation of UNICEF Canada's marketing strategy to achieve the market re-positioning needed to maximize our positioning within Canada's charitable sector in order to increase our donor base and increase revenue.
- Develop a marketing hub for the organization that has clear processes, approvals structures, and maintain brand guidelines as they evolve.
- Provides digital leadership in partnership with the Director of Communications and Brand for all UNICEF Canada's digital assets, including UNICEF Canada's online supporter experience.



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- Work closely with key fundraising staff team on specific acquisition and upgrade strategies.
- Develop an annual marketing plan and budget, based on organizational priorities and needs for marketing internally and externally.
- Work effectively with other members of the international UNICEF family to maximize opportunities and share and implement best practices as needed.
- Working with the Digital Marketing team, develop and implement a clear digital marketing strategy that includes clear outcomes, monitoring, measurement and evaluation.
- Re-develop and implement the UNICEF Canada Ambassador Strategy.

Operational Integration (30%)

- Work effectively with all fundraising teams, including but not limited to, major gifts, monthly, one-time gifts and corporate fundraising teams, to maximize donor engagement.
- Work in partnership with all mission teams to increase the profile of the impact of UNICEF Canada's efforts both domestically and internationally.
- Support UNICEF Canada response to emergencies, in accordance with the organization's emergency strategy.
- Work with key Operations and Fundraising team leads to strengthen an effective supporter journey across all channels to enable greater engagement and conversion

Marketing Management (20%)

- Build effective and efficient relationships with external marketing vendors, brand agency, PR firms, production companies and media buyer, including building and managing project budgets, deliverables and contracts.
- Manage media and marketing pro-bono agency and corporation relationships in the achievement of the fundraising and awareness organizational goals.
- Lead on an annual market research plan, uncovering the insights needed to drive development of our brand positioning and market understanding.
- Ensure that appropriate benchmarks are established and measures taken to assess the ROI and impact of UNICEF Canada's marketing activity on external markets and adjust strategy accordingly.

The ideal candidate will have:

- A university degree or college diploma in Marketing.
- A minimum seven (7) plus years relevant experience in marketing management.
- Experience in implementing Canada-wide marketing strategies.



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- Exceptional verbal and written communication skills.
- Effective project management and performance measurement skills.
- Strong digital strategy and implementation experience (4-5 years).
- Experience as a strategic thinker, creative problem solver, with an ability to work very collaboratively and influence change.
- Extensive experience in supporting fundraising programs in a not-for-profit setting.
- Experience managing external vendor relationships.
- Experience managing teams and working on cross-functional teams.
- Fluency in French (an asset).

For consideration, please submit your resume and cover letter to careers@unicef.ca by **July 2, 2018**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Deputy Director, 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.



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