



A Career Opportunity

UNICEF is the world's farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world's toughest places, we work day in and day out to help children survive. To defend their rights. To keep them protected, healthy and educated. To give them a fair chance to fulfil their potential. Our work for every child relies entirely on voluntary support, including donations from generous Canadians.

Manager, Marketing

(14-month maternity leave contract starting in February 2019; Full-time, based in Toronto)

Reporting to the Deputy Director, Marketing, 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.
- Responsible for copywriting and copy editing key donor products, such as newsletters, donation pieces and web content according to brand guidelines and audience needs.
- Create detailed work back 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.



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- Coordinate translation of completed English materials to French language.
- Responsible for creating, maintaining and managing a roster of external writers and using them effectively to meet the needs of the organization on a timely basis.
- 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
- 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.



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- 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 of four (4) to five (5) years of relevant experience in marketing (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; results-driven and deadline oriented with the ability to follow through on timelines.
- A demonstrated proficiency for emotional story-telling and providing written content for a variety of channels, including, but not limited to, web, advertorials and donor communications.
- 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.
- 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).

Salary range: \$61,500 to \$70,000 per year.

For consideration, please submit your resume and cover letter to careers@unicef.ca by **January 22, 2019**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Manager, Marketing**” clearly in the subject heading.



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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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