



## 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.

### Director, Marketing

(Permanent; Full-time; based in Toronto)

The Director, Marketing leads a team of marketing professionals and is responsible for the strategy, oversight and alignment of UNICEF Canada's marketing campaigns in support of the organization's fundraising and program goals.

This role will lead the brand development, activation and implementation across the organization in conjunction with Communications, and ensures that all marketing and brand activities are integrated, compelling and engaging.

The Director, Marketing will integrate and work collaboratively across all teams to consistently maximize promotion of our brand through all prioritized opportunities in order to strengthen our supporter journey, maximize our position in the Canadian market in order to ultimately drive engagement and conversion to give.

A leader with strong digital acumen, the Director, Marketing will make data - driven decisions based on solid analytics, KPIs and evaluation. They will also have strong vendor management skills in the areas of marketing, media-buying and search engine marketing to bring an integrated approach to vendor outputs, ensure efficient budget management and resource efficiency and to enable the maximization of results.



UNICEF Canada is one of 220 charities in Canada accredited by Imagine Canada for excellence in nonprofit accountability, transparency and governance.

The responsibilities of the position will include:

*Strategy & Planning (40%)*

- Lead development and drive implementation of UNICEF Canada's brand and marketing strategy to achieve the market re-positioning needed to maximize our brand value 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.
- Provide digital leadership for the online supporter experience and work closely with all teams to develop supporter journeys that deepens loyalty, leading to strong lifetime value outcomes.
- Develop an annual operating plan and budget, based on organizational priorities and needs for marketing internally and externally.
- Develop a strong digital marketing strategy that enables greater engagement with Canadians.

*Operational Integration (30%)*

- Through the team, provide project management and leadership across UNICEF Canada on key marketing activities and campaigns in order to maximize organizational synergies and efficiency.
- Ensure efficient and effective vendor management in order for all teams to benefit from centralized and aligned resources and expertise.
- Work closely with other departments to develop strong data reporting, analytics and insights in order to drive data driven decision-making.

*Management of People and Partners (30%)*

- Develop effective, motivated staff to achieve common goals with clearly defined objectives and accountabilities.
- Conduct individual and departmental annual goal setting, planning, and performance reviews as established by people management processes.
- Anticipate the long term implications/risk of decisions and plan for contingencies, anticipating obstacles and roadblocks.
- Ensure integrity with the mission and values in all people-related activities.
- Build effective and efficient relationships with external brand and marketing partners, including our brand agency, PR firms, production companies and media buyer.
- 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 impact of our brand and communications activity on external markets and adjust strategy accordingly.



UNICEF Canada is one of 220 charities in Canada accredited by Imagine Canada for excellence in nonprofit accountability, transparency and governance.

- Contribute to the building of strong digital marketing skills not only within the Marketing team, but across all teams.

The ideal candidate will have:

- A university degree or college diploma in Marketing or related field.
- A minimum of ten (10) plus year's previous experience in implementing brand campaigns for fundraising and program results.
- Direct digital experience that includes paid digital advertising across a number of mediums, the development of strong digital marketing assets, SEO/SEM management and the management of the website.
- A creative mind that can integrate visuals, messaging and strong calls to action.
- Exceptional verbal and written communication skills.
- Strong project management and performance measurement skills.
- Strong digital strategy and implementation experience (a minimum of 4-5 years).
- Exceptional relationship manager navigating multiple internal and external stakeholder groups with different objectives.
- Experience as a strategic thinker, proactive, solutions-oriented, creative problem solver, with an ability to work very collaboratively and influence change.
- Experience in supporting the needs of a variety of fundraising streams.
- Strong budget management.
- Experience negotiating paid media relationships/partnerships.
- Bilingualism in English and French (an asset).

Salary range: \$110,000 to \$120,000 per year.

For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **April 18, 2019**. Please attach your cover letter (including salary expectations) and resume as one document and reference "**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.



UNICEF Canada is one of 220 charities in Canada accredited by Imagine Canada for excellence in nonprofit accountability, transparency and governance.