

Impact Starts at [UNICEF Canada](#)

JOIN OUR TEAM AS SENIOR MANAGER, BRAND & INTEGRATED CAMPAIGNS

Are you a **strategic, creative, and purpose-driven brand & marketing leader** ready to elevate one of the world's most recognized humanitarian brands?

Consider joining **UNICEF Canada** – one of Canada's most respected and historic charities – and **be part of a high-impact, mission-driven team** working across Canada and globally to create a better world for children.

UNICEF Canada is seeking to recruit a talented and high-performing individual in the role of **Senior Manager, Brand & Integrated Campaigns**.

Position Details

Position Title	Senior Manager, Brand & Integrated Campaigns
Employment Type:	Permanent, Full-time (New Role / Vacant)
Reports to:	Director, Brand, Partnerships & Campaigns
Direct Reports:	None
Salary Range:	\$70,500 to \$85,500 annually with benefits and 3 weeks paid vacation
Work Location:	Toronto
Work Environment:	UNICEF Canada currently operates under a Fixed-Hybrid model that requires team members to attend the office at least 2 days/week (Tuesday and Wednesday).

Why UNICEF & UNICEF Canada?

UNICEF is the world's farthest-reaching humanitarian organization for children. Across 190 countries and territories, and in the world's toughest places, we provide and advocate for education, health and nutrition services. Protect children from violence and abuse. Bring clean water and sanitation to those in need. Keep them safe from climate change and disease. Serve as the world's largest provider of vaccines. Before, during and after emergencies, we're on the ground with life-saving help and hope. The needs of children around the world continue to increase and the role of UNICEF is more important than ever.

UNICEF Canada is one of 32 National Committees (NatComs) located in high-income countries around the world. Our team exists to fundraise for UNICEF's highest priorities, and to work neutrally with governments and the private sector in Canada and internationally to advance the rights and well-being of children and youth.

As UNICEF Canada prepares to launch a bold new Strategic Plan in 2026, a key priority will remain on raising funds to support children around the globe. **Be part of this next phase of impact!**

Position Description

UNICEF Canada is seeking a strategic and passionate Senior Manager, Brand & Integrated Campaigns to lead the development and execution of purpose-driven flagship brand moments, integrated campaigns, and partnership initiatives. This role is responsible for driving brand awareness, supporter engagement, and revenue growth through multi-channel marketing efforts. Reporting to the Director, Brand, Partnerships & Campaigns, this senior individual contributor role is responsible for translating brand strategy into high-impact, multi-channel marketing campaigns. You will lead work independently—without direct reports—while influencing and aligning cross-functional teams and external partners.

As a key relationship manager, you will oversee high-profile projects, manage cross-functional alignment, and ensure all teams are working toward shared goals. You will support strategy development, drive brand integration, and campaign execution, while also providing leadership to internal teams and agency partners. This role requires strong project management, data-driven decision-making, and a collaborative mindset to elevate UNICEF's brand presence in the Canadian market.

You thrive in a fast-paced environment, are curious and ambitious, and bring an entrepreneurial spirit to your work. You're a creative problem solver who's eager to try new approaches and continuously improve outcomes.

Key Accountabilities

Strategic Campaign & Brand Leadership (35%)

- Design comprehensive marketing strategies that align with UNICEF Canada's organizational goals, using audience insights, market research, and performance data to inform direction and drive impact.
- Lead the end-to-end planning, execution, and optimization of integrated, multi-channel campaigns—including flagship brand moments and B2C partnership activations—ensuring timely delivery, cross-team alignment, and measurable outcomes.
- Oversee the briefing and production of creative assets with agency partners and internal teams, ensuring all content reflects UNICEF's brand identity, storytelling goals, and quality standards.
- Safeguard UNICEF Canada's brand voice, tone, and visual identity across all activations, ensuring consistency with accessibility standards and a strong commitment to diversity, equity, and inclusion (DEI).

Cross-Functional Collaboration & Team Leadership (35%)

- Partner with internal teams—including Programs, Development, Individual Giving, and Communications—to ensure campaign messaging is aligned, strategic objectives are shared, and efforts are integrated across departments.
- Provide informal leadership and mentorship to peers and cross-functional marketing professionals, fostering a collaborative, inclusive, and high-performing team culture that supports innovation and shared success.
- Work closely with channel leads such as the Senior Social Media Manager, Creative Team, and Digital Team to ensure brand storytelling is cohesive, engaging, and effectively executed across platforms.

Performance, Insights & Stakeholder Engagement (30%)

- Develop and manage campaign budgets with a focus on cost-efficiency and return on investment (ROI), ensuring resources are allocated strategically to maximize impact.
- Track and analyze campaign performance metrics, using data-driven insights to refine strategies, improve engagement, and inform future planning.

- Stay informed on industry trends, audience behavior, and emerging marketing practices to continuously evolve UNICEF Canada's approach and maintain relevance in a competitive landscape.
- Build and nurture relationships with media partners, external agencies, and corporate B2C partners to expand reach, enhance campaign execution, and support strategic brand initiatives.

Additional Qualifications

- 8+ years of experience in marketing or advertising
- Proven success managing marketing campaigns, sponsorships, and partnership marketing strategies.
- Strong strategic thinking and ability to position brand initiatives effectively.
- Demonstrated leadership experience in cross-functional environments, including the ability to influence, guide, and collaborate with peers, channel leads, and stakeholders to drive shared outcomes.
- Excellent project management skills with the ability to manage multiple priorities and deliver on time and within budget.
- Experience using project management tools such as Jira, Asana, or equivalent.
- Strong verbal and written communication skills.
- Analytical mindset with experience using data to inform marketing decisions.
- Experience working with creative agencies, designers, and content producers.
- Commitment to brand integrity, inclusiveness, and accessibility in all communications.
- Familiarity with fundraising and donor engagement strategies is an asset.
- Bilingualism (English/French) is considered an asset.
- Curious, ambitious, and entrepreneurial with a passion for social impact and a collaborative, adaptable approach.
- Creative problem solver who thrives in a fast-paced, dynamic environment.

An Employer of Choice: What We Offer

UNICEF Canada is where **diverse talent & passion** come together to create **extraordinary impact** for every child. We are committed to being an employer of choice and building a culture that is inclusive, ambitious, compassionate, and high impact.

Members of the UNICEF Canada team have access to the following employee benefits:

A ROBUST COMPENSATION PACKAGE	✓ Extended Health/Dental benefits, Healthcare Spending Account, and Wellness Account ✓ Life, AD&D, & Long-Term disability insurance coverage ✓ Employer match contributions (5%) to a Group Pension Plan ✓ Access to parental leave top-up
A COMMITMENT TO WELLNESS	✓ Fixed-hybrid work environment to balance connection and collaboration with the work-life integration needs of our team ✓ Minimum 3 weeks of annual vacation (increases with time served) & 1 additional day per year of service (max 30) ✓ 10 paid sick days & 2 personal days ✓ 9 to 11 employee wellness days – an additional series of pre-set days off, given annually to further extend long weekends ✓ Discounted rate for a GoodLife gym membership ✓ Access to an Employee and Family Assistance Program
A CULTURE OF LEARNING & GROWTH	✓ Access to a comprehensive global learning platform with over 1600 courses, webinars & resources ✓ Internal leadership development, training, & mentorship programs that integrate Anti-Racism and diversity, equity and inclusion principles ✓ Opportunities to access both local & global stretch assignments

AN INCLUSIVE & PURPOSE-DRIVEN WORKPLACE	✓ Centrally located head office in mid-town Toronto with satellite offices in Calgary & Montreal ✓ Easily accessed by public transit and a short walk from several parking locations ✓ Inclusive & accessible co-working and meeting spaces designed to foster purpose at every turn and accommodate the diverse needs of employees
A CHANCE TO DO MEANINGFUL & LIFE-CHANGING WORK	✓ Under the leadership of a dynamic, accomplished, and experienced executive leadership team, you'll be part of a diverse & talented Canada team committed to creating meaningful impact while fostering an inclusive and supportive work environment. ✓ You'll join a global UNICEF family with a shared commitment to impact the lives of children

Our Commitment to Inclusive Workplaces & Recruitment

UNICEF Canada is an inclusive workplace and is committed to championing diversity, equity, inclusion, and accessibility. Requests for accommodation can be made at any stage of the recruitment process.

At UNICEF Canada, we believe strongly in personal connections, and our hiring process is entirely human-driven. We do not use AI or automated systems to review applications or conduct interviews. Each candidate is evaluated by our experienced team to ensure a fair and thoughtful hiring experience.

How to Apply

Please submit your resume and cover letter as one document to careers@unicef.ca by **11:59 PM EST on Wednesday, November 19, 2025**. Please include your salary expectations in your cover email and reference the **Senior Manager, Brand & Integrated Campaigns** in the subject heading.

UNICEF Canada thanks all applicants for their interest in this opportunity; however, only those selected for an interview will be contacted. Consistent with our Child Safeguarding Policy, all successful candidates must receive clearance by a police background check (including a vulnerable sector screen).

