

Position Available: Senior Manager, Marketing and Communications

Term: 1-year contract, with possibility of extension

General Accountability

The Senior Manager of Marketing and Communications will hold primary responsibility for the modernization of CAAWS' brand, growing the overall reach of the organization, and driving increased engagement with our offerings.

Specific responsibilities include:

- Report to the CEO on the progress of projects, priorities, team members' tasks, and issues
- Directly manage one team member (at present), delegating and overseeing work, providing mentorship, carrying out employee evaluations, performing regular check-ins and troubleshooting challenges
- Liaise with the Marketing and Communications Committee of the Board of Directors to engage the committee around key priorities and supporting the committee's activities
- Develop strategies for marketing and promoting CAAWS, overall, and ensure thorough and consistent alignment to strategy during implementation
- Implement marketing and communications strategic plan, creating detailed operational plans within time and budget parameters
- Develop strategies for marketing specific projects or offerings to enable engagement targets to be met
- Project manage brand refresh, working with external consultants, vendors, board and staff to ensure fulfillment of the organization's objectives
- Manage, maintain and improve CAAWS' digital communications assets, including website and social media, ensuring content is up-to-date and on strategy
- Initiate and lead the creation of marketing and communications materials from concept to publication, including promotional materials, editorial content, event content, and more
- Write and edit content for various documents and projects, including promotional materials as well as editorial content
- Engage and work with third-party agencies and vendors, developing creative briefs and scope of work documents, managing 'request for proposal' processes, negotiating agreements and managing the relationship and project implementation
- Liaise with media, responding to inbound requests and conducting media outreach at strategic moments
- Project manage select events, including event design, promotion, and execution
- Track marketing and communications metrics and report on performance against targets
- Manage and report on budget for marketing and communications activities

Education, Training and Experience

- Minimum two years of management experience
- Bachelor's degree in marketing, English, writing, journalism or another related field

Key Competencies:

- Excellent written and verbal communication skills
- Strong leadership skills
- Organization and planning
- Problem analysis and problem-solving
- Adaptability
- Innovation
- Judgment
- Decision-making
- Management of stress
- Collaboration

Must-Have Requirements

- Strong alignment with [CAAWS' values](#)
- Self-motivated, creative and a strategic thinker who is willing to take initiative
- Superior written, editing and oral communication skills
- Ability to edit and write content that is clear, concise, direct and appropriate in tone and message for a variety of audiences
- Strategic planning and project management skills, as well as the ability to set and meet project deadlines and motivate team members to do the same
- Experience working effectively with third-party contractors and vendors to achieve project objectives on time and budget
- Proficiency with use of data to inform marketing and communications strategy and tactics
- A strong process-orientation, with the ability to develop detailed plans reflecting a logical progression
- Comfort working with various forms of media (e.g. video, social media, etc.)
- Ability to multi-task in a demanding and fast-paced work environment
- A keen interest in driving change for women and sport and in sport for development
- Familiarity with gender equity as a subject matter and/or familiarity with the Canadian sport and physical activity sector
- Positive attitude and a team player

Nice-To-Have Requirements

- Bilingual (Strong written and oral skills in French and English)
- Experience developing content for advocacy and education purposes
- Experience working or volunteering in the Canadian sport and physical activity system

Details of the role

- Full-time contract position, with possibility of extension
- Based in Toronto at the CAAWS office (applicants based in Ottawa will be considered)
- Annual salary range for this role is \$75,000-85,000, plus comprehensive health benefits

About the CAAWS Team

- CAAWS' vision is to achieve equity for women in society through the power of sport. We are dedicated to creating and equitable and inclusive sport and physical activity system that empowers women and girls—as participants and leaders—within and through sport
- CAAWS is the only national organization focused on systemic change for women and sport. We achieve this through partnership, working closely with sport and physical activity leaders and organizations, governments, and other influencers
- In joining this team, you will play a lead role in fulfilling the organization's focus on building knowledge, shifting mindsets, and developing competency as a thought leader and solutions partner within the sport system
- You will be part of a small, growing staff team, amplified by an exceptional Board of Directors, long-standing contractors, and a network of champions and volunteers
- The perfect fit for this role is motivated by the mission and has a keen interest in engaging others in being part of the solution. You are personable, hard-working and ready to roll up your sleeves to help build and scale ideas, initiatives and the organization. You understand the realities of working in a small organization, can thrive in the midst of ambiguity and change, and are a team player in the pursuit of shared goals.

Submitting Your Interest

CAAWS is an equal opportunity employer and is committed to hiring a workforce inclusive of the diverse population it serves.

Interested candidates should submit a cover letter explaining their specific interest in the role and highlighting relevant experience, one to two samples of their work (in links or attachments) and their resume via email to: submissions@caaws.ca. Please indicate the title of the role you are applying for in the subject line.

Deadline for submissions: March 22, 2019. Submissions will be reviewed on rolling basis upon receipt.