



Job Title:	Director Marketing & Communications	Job Category:	Volunteer
Location:	Home Based	Travel Required:	Limited Travel
Level/Salary Range:	No Wage. 100% Volunteer. Expenses will be reimbursed.	Position Type:	Part-time
Date Posted:	July 31, 2019	Posting Expires:	Sept 6, 2019
Internal Posting URL:	www.canadiantransplant.com		

Applications Accepted By:

EMAIL: cta@txworks.ca Subject Line: Director MARCOM	MAIL: c/o Brenda Brown Canadian Transplant Association #4 – 3070 Townline Rd Abbotsford, BC V2T 5M2
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Job Description

OVERVIEW

The Director of Marketing Communications will drive marketing strategy and execution of all communication, public relations, digital and social media presence, through a variety of associated marketing activities designed to increase CTA’s brand, digital and PR presence and to increase public awareness and retention.

ROLE AND RESPONSIBILITIES

CTA is a registered charitable organization and therefore all its Board members are 100% volunteers. This position will operate the same way and report to the President with responsibility to the Board and its members.

- Implement an annual marketing and communications plan for CTA.
- Actively contribute to CTA’s fund development strategy, recommending an appropriate marketing and communications budget to support activities.
- Manage, maintain and improve CTA digital communications assets, including website and social media, ensuring content is up-to-date and on strategy.
- Write and edit content for various documents and projects, including promotional materials as well as editorial content.
- Develop compelling marketing collateral and content for a variety of platforms including the website, newsletters, social media, direct mail, etc.
- Develop, implement, and measure social media strategy to advance the membership size, demographics, and engagement.
- Liaise with media, responding to inbound requests and conducting media outreach at strategic moments.
- Develop and manage event promotions in collaboration with colleagues.
- Oversee the implementation of the direct e-mail program.
- Act as day-to-day contact for creative agencies overseeing web initiatives, paid social media campaigns, and collateral design.
- Partner with the President, Board and Community Development partners on a brand strategy that supports both sides of the organization, for special campaigns, ie. Green Shirt Day.

QUALIFICATIONS AND EDUCATION REQUIREMENTS



- Bachelor's degree or diploma in journalism, communications, marketing, and/or public relations, or equivalent.
- Five to seven years' experience in strategic communications, marketing, and/or digital marketing.
- Must have experience in a non-profit environment.
- Experience working in the health care and/or with sporting sector would be an asset.

PREFERRED SKILLS

- Superior written and verbal communication skills, with a flair for storytelling in print, online and through social media channels.
- Strong project management skills to lead the development of communications tools/initiatives and meet tight deadlines.
- Excellent computer skills, including proficiency in the advanced features of the Microsoft Office suite of products.
- Adept at using social media platforms (Twitter, Facebook, Instagram, LinkedIn, YouTube).
- Familiarity with updating content using WordPress.
- Bilingual (English/French).
- Graphic design skills and familiarity with the Adobe Creative Suite would be considered assets.

ADDITIONAL NOTES

If the following describes you, this role might be just what you are looking for:

- **Desire to Learn** – You are constantly learning. You instinctively find ways to create value, add to team culture, and think ahead.
- **Collaborative** – While you are comfortable working on your own, you communicate well and relish being part of a team.
- **Thrive in Ambiguity** – You gather information, communicate with your colleagues, figure out solutions, and find a way to get the job done.
- **Accountable** – You keep your commitments and can be relied on to deliver high-quality work that generates results.
- **Passionate** – You believe in making a difference in the lives of our others and are dedicated to going above and beyond to make a positive impact in the community.