VP, Marketing

Your Role as VP, Marketing:

- To manage the national brand along with overseeing two conference microbrands within the Organization:
  - Develop a marketing strategy collaboratively with the President & Executive Vice President
  - Develop an organization-wide communication plan for the 2017 year to ensure that all our events and initiatives are appropriately communicated
  - Develop a creative guide for external designers to follow
  - Make use of market research and data to inform marketing decisions
  - Ensure that work is completed and delivered within deadlines;
  - Account for the delivery of key goals and objectives for the Marketing team
- Marketing initiatives with national scope is your focus, ensuring consistent branding across Canada
- Garner PR interest for the Organization’s events and activities;
- Coach and train your team to help them develop their professional skills
- Develop and implement the Organization’s social media strategy by providing guidelines for all members of Out on Bay Street
- This role serves as a potential succession to the President Role

Core Competencies:

- Strong leadership skills
- Ability to work well in a team environment
- Superior communications skills
- Excellent organization skills
- Experience in marketing and/or communications is an asset
- Skills in Adobe Creative Cloud and other graphics design software is an asset.
- Demonstrated ability to take initiative
- Passionate about LGBTQ workplace issues and corporate diversity

Commitment:

- Approximately 15-30 hours per week
- Mandatory attendance at monthly & quarterly management meetings
- Attendance at Marketing team meetings
- Participation in Out On Bay Street events and initiatives

Works Closely With:

- President & EVP
- Communications & PR Lead
- Creative Director
- Conference Marketing Lead
- VP Leaders to Be Proud Of, Student Awards Lead
- VP Regional Initiatives

Reports To:

- Executive Vice President
- President

Direct Reports

- Communications & PR Lead
- Creative Director
- Conference Marketing Lead

Term: January 2017 – December 2017

Positions Available: 1