

Manager, Regional Initiatives Marketing

As Manager, Regional Initiatives Marketing you are responsible for assisting regional Vice Presidents and their marketing teams in developing marketing plans for their events. This will encompass approximately three events per city for a total of sixteen events throughout the year. Your primary role is to serve as a conduit between Toronto based marketing teams and the regional teams.

Core Responsibilities

- In collaboration with the regional Vice Presidents and regional Marketing Associate(s), develop marketing plans to ensure events are well attended by local LGBTQ+ students and professionals.
- Work with the Manager, Content Development to create marketing collateral to promote events according to your strategy.
- Work with the Manager, Data Analytics to understand who is attending our regional events and reading our promotional material.

Commitment

- ~10-15 hours per week
- Mandatory attendance at quarterly management meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year.

Reports to

- Vice President, Marketing

Direct Reports

- Marketing teams in Calgary, Vancouver, Montreal, and Ottawa.