

## **Vice President, Marketing**

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As the Vice President of Marketing you work with the Executive Vice President to build awareness and a positive brand image of the organization both internally and externally. You will accomplish this by setting a clear marketing strategy and supporting your team to achieve that goal. Your portfolio includes the organization-wide brand and two conference micro-brands. While you will be able to draw assistance from your team, ultimate accountability rests on you for marketing all organization initiatives.

### **Core Responsibilities**

- Develop a national marketing strategy that raises the profile of the organization across Canada.
- Drive a communications strategy that unifies the Out On Bay Street, Venture Out, and Start Proud brands to all our stakeholders.
- Support your team to develop event specific marketing plans for all socials and other monthly events and the Out On Bay Street and Venture Out Conferences.
- Work with the Manager, Regional Initiatives to assist teams across Canada in growing their chapters.
- Manage the marketing budget by approving all Social Media and Ad buys on behalf of the organization.
- Work with external vendors to further our marketing reach through graphics, photography, videography, and public relations.

### **Commitment**

- ~15-20 hours per week.
- Mandatory attendance at monthly and quarterly management meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year.
- Frequent attendance at cross functional team meetings to represent the marketing department and its performance.

### **Reports to**

- Executive Vice President

### **Direct Reports**

- Assistant Vice President, Marketing
- Creative Director
- Manager, Content Development
- Manager, Student Outreach
- Manager, OOBS Conference Marketing
- Manager, Regional Marketing