

JOB DESCRIPTION

MANAGER OF MARKETING

Reports to: Director of Marketing

Working Conditions: Full-time, Monday-Friday, with occasional evening and weekend work. This position is remote and may be based anywhere in Canada.

POSITION SUMMARY:

The Manager of Marketing is responsible for leading the execution of campaigns and assets to support the entire donor lifecycle across the Marketing and Communications, Development and Partnerships, and Government and Advocacy teams. This role will work with the Director of Marketing to establish a reporting framework to better understand the impact of tactics across the audience journey and make data-driven decisions to continually optimize every stage across the journey. This position will work across the entire organization to champion the organization's brand identity by ensuring consistent messaging, visual representation, and positioning across all channels and audiences. As a member of the marketing team, this role will be managing organizational changes to implement best practices for integrated campaigns to improve donor experience across touchpoints and improve efficiency across teams. Additionally, the Manager of Marketing will collaborate with the Director of Marketing to support the execution of strategies to promote our brand, our work, and our impact.

RESPONSIBILITIES:

- Work with the Director of Marketing on the execution of marketing strategies which include campaigns for various target audiences, managing market research, researching, and recommending channels and tactics to reach and engage audiences
- Collaborate with the VP, Marketing and Communications and Director of Marketing on strategy development as needed
- Create and maintain a journey mapping reporting framework to inform, data-driven recommendations to optimize each stage of the audience journey
- Track and report on key metrics and ROI of marketing initiatives, including weekly and monthly reports on tactics across various channels
- Review and iterate personas to ensure the needs of our audiences are met, as those audiences and needs may change regularly
- Represent the Marketing Team as subject matter expert for any solution implementation intersecting with the departments goals
- Support all Food Bank Canada's internal teams with change management in terms of brand guidelines, marketing assets, and organizational messaging
- Build relationships across internal teams to ensure the marketing team has up to date qualitative data from those owning each touchpoint across the audience journey and meeting their needs
- Oversee the Food Banks Canada website and ensure it is representative of current content, reports, and general information for all users
- Remain up to date on the latest trends, best practices, and technologies in the marketing industry
- Provide leadership to direct reports through coaching, mentorship and managing performance
- Other duties as assigned

CORE COMPETENCIES:

1. **Relationship Building & Collaboration:** *Builds effective relationships and cooperates with internal and external stakeholders to strengthen Food Banks Canada's culture, support diversity and inclusion in the workplace, and achieve shared goals.*

Behavioural Indicators:

- Seeks opinions from others and encourages collaboration across teams and departments
- Works cooperatively with other departments and/or agencies to facilitate goal completion
- Models the workplace culture and values through interactions with others
- Builds, maintains, and leverages internal and external relationships to further the organization's goals
- Defuses tense situations and interpersonal conflicts that arise in workplace relationships
- Engages in difficult conversations as needed to resolve conflict and build stronger working relationships

2. **Commitment to Results:** *Demonstrates commitment to Food Banks Canada's mission and purpose, uses effective planning to determine the steps needed to achieve results, and is accountable to following those steps to reach goals.*

Behavioural Indicators:

- Monitors one's own work and, where applicable, the work of others, measuring results against expected standards
- Takes initiative in setting strategic goals for self and others (where applicable) and is accountable for ensuring those goals are achieved
- Seeks out ways to improve efficiencies in processes and resource utilization
- Stays focused on the big picture and shifts actions as priorities change to ensure desired outcomes are achieved

3. **Flexibility & Adaptability:** *Easily adapts to different conditions and scenarios within one's role and the organization and demonstrates openness to new ways of doing things.*

Behavioural Indicators:

- Uses creative thinking to innovate processes and recommend changes
- Adjusts individual and team goals, priorities and plans in response to changing circumstances
- Creates implementation strategies for changes that impact a team or individuals
- Anticipates the impacts of a change and proactively prepares others
- Models to others how to adapt and perform effectively in a continuously changing environment
- Effectively directs others through change

4. **Problem Solving & Judgement:** *Assesses situations, analyzes information, and uses sound judgment to find solutions to issues and mitigate risk, soliciting input from others where appropriate.*

Behavioural Indicators:

- Resolves complex problems and supports others in problem solving
- Considers cost and efficiency when making decisions
- Empowers and encourages others to identify and propose solutions to issues
- Takes ownership of and ensures decisions are aligned with the organization's mission
- Gathers and integrates information from various sources to find a solution
- Considers risks before making a decision and adjusts approach to mitigate potential risks

5. **Communication:** *Listens actively and clearly conveys information and ideas verbally and in writing, in a professional and respectful manner, to ensure mutual understanding.*

Behavioural Indicators:

- Uses judgment and influence in presenting information, making recommendations, or negotiating agreements
- Easily adapts communication style to different audiences and individuals to achieve the desired outcome
- Communicates with tact, diplomacy, and empathy, especially in difficult and sensitive conversations
- Explains analysis and rationale to obtain cooperation and consensus

6. **Business Acumen:** *Demonstrates an understanding of business operations, considers business implications of decisions, ensures appropriate resource allocation, and evaluates business practices for efficiency and areas for improvement.*

Behavioural Indicators:

- Demonstrates an understanding of Food Banks Canada's business operations
- Uses an efficient and effective level of resources to achieve objectives and add value
- Considers relevant business and financial data to make decisions that bring value to the organization
- Considers the wider impact of decisions on the organization and aligns individual and team actions with desired business outcomes
- Utilizes funds responsibly and makes recommendations to improve efficiency
- Seeks out opportunities to learn about Food Banks Canada's operations and to improve own business knowledge

7. **Organizational Leadership:** *Sets strategic goals for self and others, develops processes and organizes resources to meet goals, and leads groups, individuals, and/or business functions to support Food Banks Canada's mission.*

Behavioural Indicators:

- Creates effective workflows to coordinate tasks and functions, manages own workload and, where applicable, the workloads of a team to ensure tasks are achievable
- Establishes strategic direction for a team or functional area, sets goals, and supports individuals and teams in achieving goals
- Organizes people and/or functions and delegates activities
- Establishes clear, well-defined processes and systems to achieve desired outcomes
- Leads, coaches, and motivates individuals within their team or functional area, including managing performance if supervising direct reports
- Models the organization's culture

KNOWLEDGE, SKILLS & ABILITIES:

- Proven success contributing to the development and executing of marketing plans and campaigns for various audiences across B2B and B2C
- Proven ability to work with integrated marketing tools and software including email automation, CRM, analytics, and reporting
- Strong organizational and project management skills with the ability to effectively coordinate multiple projects, deadlines, and priorities
- Advanced written and verbal communication skills; clear, professional, and warm communicator
- Attention to detail and accuracy including strong proofreading and editing skills

- Ability to think both tactically and strategically
- Strong skills in problem solving, customer service, and relationship building
- Initiative, self-starter, and ability to work with little supervision
- Excellent interpersonal skills and ability to work with a wide variety of people and levels
- High EQ, adaptability, and flexibility skills
- Ability to build relationships and motivate others to embrace change in service of a shared vision for a greater impact
- Committed to organizational mission of reducing hunger
- Familiarity with the issues surrounding hunger and poverty is an asset
- Bilingual (French/English) with fluency in French is an asset

EXPERIENCE, EDUCATION & QUALIFICATIONS:

- Completion of an undergraduate degree or equivalent
- Minimum of 4 years' professional experience in marketing
- Experience in building and working with marketing reporting dashboards.
- Experience working in a team environment across multiple stakeholder groups both internal and external

This job description is provided to capture the primary components of this role. It is not meant to be an exhaustive list. An individual may be required to perform other tasks which may not be listed but are consistent with the general intent of this role.

From time to time, Food Banks Canada **may** make changes to this job description. Reasons for such changes include, but are not limited to, changes in business processes and practices, technology changes, legal requirements, network feedback, or changes to organization structure and reporting relationships.