

Director of Marketing and Communications (DMC)

Objectives of this role

The Director of Marketing and Communications (DMC) plays a pivotal role in advancing the association's visibility and engagement through strategic marketing and communications initiatives. Reporting directly to the Vice-President - External Affairs, the DMC will provide strategic insight and guidance to elevate the association's brand positioning and messaging.

Responsibilities

- Collaborate closely with the Vice-President - External Affairs and other key stakeholders to develop and execute comprehensive marketing and communication strategies that align with the association's objectives.
- Oversee the growth, strategy, and implementation of social media initiatives to enhance engagement and visibility across platforms.
- Monitor trends and advancements in communication platforms, leveraging insights to optimize marketing effectiveness and adapt strategies accordingly.
- Ensure consistent branding and messaging across all communication channels.
- Work closely with the marketing/website team to develop compelling content and materials that resonate with the association's audience.
- Manage the association's website content and ensure it reflects current initiatives and messaging.
- Prepare regular reports on marketing and communication efforts, including analytics and ROI assessments.
- Adhere to the duties of a director at large and perform any other duties as assigned by the Board of Directors to support the overall objectives and mission of the Association.

Required skills and qualifications

- Eighteen (18) years of age or older.
- Excellent leadership, communication, and decision-making skills.
- Proven ability to plan and manage budgets.
- Ability under law to contract and be bondable.
- Must be a member of the Association in good standing as per the CCAA By law.
- Experience in digital and print marketing, content marketing, and social media marketing.
- Competencies include strategic thinking, creative project planning, budget, and project management.
- Must be self-motivated with strong organizational skills and the ability to handle multiple deadline- driven tasks.
- Advanced working knowledge of social media tools.