August, 2021

Manager Marketing & Communications

Organization
Established in 2003, the CGLCC is a trusted partner linking LGBT+ businesses in Canada to the wider business community. It fosters economic growth by supporting and nurturing LGBT+ businesses, entrepreneurs, students and allies, and by helping Canada’s corporate world connect with the LGBT+ business community. A leader in supplier diversity, it is also the certifying body in Canada for LGBT+ businesses.

CGLCC is looking for a candidate who is excited about impact driven change to make Canada a more inclusive place for the LGBT+ community. We have a really exciting opportunity for the right candidate to become a key member of our team.

CGLCC is seeking a Manager, Marketing & Communications to lead and execute an expansive range of digital and traditional marketing activities aimed at both internal and external audiences. Utilizing email marketing, social media and web-based marketing, the successful candidate ensures consistency with CGLCC’s vision, brand and organizational strategies while exercising excellent project management, communication and exceptional computer literacy skills to ensure broad and relevant outreach.

This role will appeal to a collaborative, service-oriented and energetic individual interested in meeting a wide range of LGBT+ business owners and corporate partners, and taking initiative, applying marketing “know-how” and creativity in order to innovate and develop exceptional content to connect and promote them.

This is an exciting position for someone looking to gain valuable project management experience in the not-for-profit world. The ideal candidate should have a strong passion to learn and grow in the marketing space, and in their knowledge of the LGBT+ community.

Tasks and Responsibilities
MARKETING

- Conceptualize, lead and execute digital marketing strategy, campaigns, promotions, activations
- Responsible for the design and creation of marketing collateral and promotional materials such as annual reports, brochures, etc.
- Work with other CGLCC program managers and staff on social campaigns and content creation
- Create and lead online paid digital/social campaigns
- Develop and execute email marketing including CGLCC’s e-newsletters, dedicated email campaigns, and coordinating the sourcing of content and images with cross-functional teams
- Promote online and offline events and campaigns with digital activities

EVENTS

- Responsible for creative direction and theme of event
- Responsible for developing creative assets:
  - Responsible for writing event copy

COMMUNICATIONS

- Develop and produce content (imagery, copy) for various digital and traditional marketing campaigns including blogs, e-blast/newsletter, social posts, annual reports, etc.

PUBLIC RELATIONS

- Identify and execute PR partnerships and opportunities.
- Produce and execute PR strategies including press releases and proactive media engagement.
- Write speeches for events/media opportunities for delivery by the executive team.
  - Responsible for sending approx 5-10 press releases per year
  - Responsible for working with PR agency to action requests

SOCIAL MEDIA
Oversee all social media strategy, content, advertising and channels for CGLCC
Identify and execute brand partnerships
Generate community dialogue; social moderation and escalation
Ensure CGLCC voice is communicated throughout all digital activities aligning with our brand
Oversee and edit social photography and videography; write, edit and proof digital copy
Identify opportunities to serve CGLCC members and following with content
Identify and introduce new and emerging social media platforms to expand reach
Monitor social networks for potential PR opportunities
  ● Weekly:
    ○ Responsible for managing approx 5 social media posts per week across all platforms
  ● Random:
    ○ Responsible for the creation of approx 5 social media ad campaigns per year
    ○ Includes designing social media ads, writing ad copy, and campaign management

WEBSITE MANAGEMENT
● Administer content according to scheduled or new campaigns or communications by supporting new web content development, coordinating with stakeholders for content development, testing, French translation and approvals
● Assist, train and support internal stakeholders in creating and maintaining web content
● Respond to web content enquires from stakeholders throughout the organization and website inquiries internally and externally
● Support maintenance proactively identifying web content-related issues and provide post-launch support and maintenance
● Ensure quality of web content by testing links and keyword searches for web pages
Ensure that web content is accessible from a variety of different browsers and devices

NEWSLETTERS
- Responsible for managing 6 monthly newsletters (Corporate, General, Supplier - 3 English, 3 French).

DESTINATION ON / LGBT+ TRAVEL WEBSITE & INFLUENCER CAMPAIGN
- Responsible for ongoing project management of the development of a new campaign website.
- Work with 3rd party agency to execute and deliver influencer campaign

GRAPHIC DESIGN
- Weekly:
  - Approx 5 social media posts per week
  - Approx 3 website graphics per week
- Ad-hoc:
  - Briefing Documents, Letterhead, slide decks, funding applications, infographics

GOOGLE ADS
- Responsible for creating and managing Google Ad campaigns

PODCAST
- Responsible for creating podcast episodes per year. Includes:
  - Researching podcast episodes and topics
  - Scripting podcast episodes
  - Coordinating recording dates / times / guests for podcast episodes
  - Producing approx podcast episodes
  - Responsible for developing social media assets for episodes

REPORTING & MARKETING ADMINISTRATION
Monitor, analyze and report on digital, media and social coverage, KPI's and ROI's.

Manage the CGLCC website and CRM ensuring data quality and accuracy is adhered to.

Create and submit weekly, monthly and quarterly reports to leadership.

Produce and present marketing presentations & support materials.

Budget Management (plan, track spends and process invoices)

Experience and Qualifications

- Bachelor degree preferred.
- Exceptional written and verbal communication skills
- Experience in creative design.
- Experience in public relations.
- Technology:
  - G-Suite
  - WordPress
  - WooCommerce
  - Adobe (Creative Suite, Professional)
  - Email distribution systems
  - Social media platforms (Facebook, Twitter, Youtube, Instagram, LinkedIn)
  - Google Analytics and Adwords, Facebook Power Editor
  - Microsoft Office Suite

- Off hours access and monitoring of media is a requirement of this role
- Fluency in French an asset
- Experience in a charity or not-for-profit environment an asset
- Exceptional attention to detail and accuracy

Terms

- This is a home-based, independent contract position (12 months) with the possibility of extension. This position reports directly to the Chief Operating Officer.

Application

- Please send your resume, one page cover letter and salary expectations to careers@cglcc.ca.

cglcc.ca
CGLCC is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.