



Marketing Manager

Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area is an organization that believes in the promise of all children. Our team works with community volunteers, partners and other supporters to create safe environments for children to be between school and home and to provide caring mentoring relationships for children and youth. Now, more than ever, the kids in our community need us and we are looking for great staff to join our team.

Boys & Girls Clubs Big Brothers Big Sisters is seeking individuals interested for the following position:

Competition Number: MM0522

Position(s) Available: One (1)

Status: Full-Time Position (37.5 hours per week)

Salary Range: \$75,000-\$85,000 annually

The key responsibilities of this position include the following:

- Creating strategic marketing and communication plans that are driven by the most current methods and will appeal to the most relevant audiences, specifically volunteers.
- Overseeing the planning and execution of public marketing campaigns with the largest and most significant priority being the annual recruitment, retention and recognition of volunteers. Additional campaigns include the agency including Dream Home lottery and various brand related events.
- Overseeing the agency's communication mediums including correspondences, written publications, media, social media and the website.
- Market analysis by monitoring and evaluating all marketing activities to ensure that targets/metrics are being achieved and challenged.
- Researching and developing new marketing opportunities that are innovative and future oriented and ensuring the right mix of platforms and mediums are being used when planning promotional campaigns.
- Overseeing agency partnerships including media providers and corporations.
- Supervise direct reports by providing regular and appropriate direction, as well as guidance and coaching in relation to the goal achievement and performance.

The successful candidate will have the following:

- University degree or college diploma in a related field with a focus in the area(s) of business-marketing/public relations/communication is an asset.
- 5 years of previous supervisory experience and 7 years combined experience in a role involving marketing/communication preferably within the non-profit/voluntary sector. Skills in the area of graphic design is an asset.



- Excellent knowledge of marketing and communication processes specifically related to volunteerism. Knowledge of the voluntary sector and the emerging issues related to recruiting volunteers.
- Excellent writing skills and the ability to communicate effectively.
- Creativity in their approach to designing marketing materials as well as commitment and innovation to their work.
- Has proven awareness and knowledge base for information management systems and databases, graphic design and desktop publishing skills. Knowledge of design suites an asset (Adobe, Google Ads, Canva etc.)
- Proactive approach to known opportunities and the ability and desire to identify new opportunities for communications, PR and marketing.
- Excellent relationship building skills.
- Ability to speak publicly, whether directly or indirectly (on camera or radio) to an audience.
- Ability to prioritize and project manage with a variety of stakeholders.
- Ability to embrace and practice the agencies equity, diversity and inclusion philosophy and integrates this practice into their work and agency messaging.
- Able to work flexible hours including evening and weekend availability. Agency operates with a 37.5 hours per week.
- A clear Security Clearance Check and Child Welfare Record Check no more than 6 months old are conditions of hire.
- A valid driver's license and access to a vehicle.

Boys and Girls Club Big Brothers Big Sisters of Edmonton & Area really is “a great place to be”. In addition to a competitive salary, we offer a supportive work environment, excellent benefits package and rewarding career opportunities.

Interested applicants are asked to apply immediately upon interest; however, the position will remain open until a suitable candidate is found.

Please forward your resume quoting the competition number listed to:

Attention: Human Resources
E-mail to kim.collister@bgcbigs.ca

No phone calls please. All applicants are thanked for their interest; however only those selected for an interview will be contacted.