Vice President, Marketing & Communications: Job Description

Position:

Reporting to the President & CEO, and serving as an integral member of the senior leadership team, the Vice President (VP) of Marketing & Communications will be responsible for the development of Habitat for Humanity Canada's (HFHC) marketing, public relations and communications strategy and will contribute to HFHC's organizational strategic operations. The VP of Marketing & Communications will develop a world-class communications plan for HFHC and its 69 affiliates nation-wide, directly managing communications activities that promote, enhance, and protect the organization's brand reputation. The VP of Marketing & Communications will be responsible for the development, integration, and implementation of a broad range of marketing and public relations activities relative to the strategic direction and positioning of the organization and its leadership. This individual will be an ambassador for the organization and will need to build relationships with the media. The goal is to advance the organization's position with relevant constituents, as well as to drive broader awareness and donor support for the organization. The VP of Marketing & Communications will be responsible for HFHC's varied and integrated marketing and communications products and services including: newsletters and other print publications; web, e-news and other online communications; media and public relations; and marketing. In particular, this individual will be responsible to develop and drive HFHC's national social media strategy.

Responsibilities:

Vision, Strategy, and Leadership

☐ Develop and implement an integrated strategic marketing and communications plan to advance HFHC's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences

☐ Create marketing/public relations strategy that will allow HFHC leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key stakeholders, including corporate and government partners

☐ Identify challenges and emerging issues faced by the organization, working with leadership team and staff to recognize internal and external marketing and communications opportunities and solutions, and define and execute appropriate strategies to support them

☐ Develop all elements of HFHC's social business, designing an driving HFHC's national social media strategy and tactics

☐ Serve as marketing and communications subject matter expert, both internally and to our association

Operations

☐ Oversee development of all HFHC's print communications including the annual report, marketing collateral materials and electronic communications including HFHC's website and new media; manage relationships with associated vendors

☐ Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization

☐ Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed

☐ Actively engage, cultivate, and manage press relationships to ensure coverage surrounding HFHC programs, special events, public announcements, and other projects

☐ Actively recruit and establish a national media sponsor

☐ Actively recruit and establish a national advertising sponsor

Team Development/Management

☐ Oversee the day-to-day activities of the Marketing & Communications Department including budgeting, planning and staff development
☐ Recruit and manage appropriate Marketing and communications team to support the development and execution of the marketing and communications strategy
☐ Promote a culture of high performance and continuous improvement that values learning and a commitment to quality
☐ Mentor and develop staff using a supportive and collaborative approach on a consistent basis.
☐ Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals, and administer salary adjustments

Qualifications:

☐ Demonstrated experience and leadership in managing comprehensive strategic marketing and communications, media relations, and marketing program to advance an organization's mission and goals
☐ Minimum ten years experience in a senior management role either in-house or with an agency
☐ A minimum of five years experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories
☐ A minimum of five years experience in developing and implementing social media strategies
☐ Bachelor's degree in marketing, communications, or related field is required, advanced degree is preferred
☐ Demonstrated skill and comfort in proactively building relationships with top tier partners, and in successfully positioning subject matter with the media to achieve national recognition
☐ Innovative thinker, with a track record for translating strategic thinking into action plans and output
☐ Experience in building, mentoring, and coaching a team of marketing and communications specialists
☐ Excellent judgment and creative problem solving skills, including negotiation and conflict resolution
☐ Superior management skills; ability to influence and engage direct and indirect reports and peers
☐ Ability to make decisions in a changing environment and anticipate future needs
☐ Energetic, flexible, collaborative and proactive; a team leader who can positively and productively impact both strategic and tactical finance, and administration initiatives
☐ Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management, HFHC's Board of Directors and staff
☐ Ability to operate as an effective tactical as well as strategic thinker
☐ Excellent and persuasive communicator

Applications should be submitted by May 31 to mschagena@habitat.ca.