

DIRECTOR OF MARKETING & COMMUNICATIONS

The Organization:

Ever wanted to change the world for the better? We do too! Every day, our staff works towards SCIO's vision of making Ontario a more accessible and inclusive community. Every single day of the year, at least one person in Ontario sustains a spinal cord injury the impact is far-reaching, beyond the individual to family, friends, employers and the community. We believe in the power of choice, for all, and we want to change the way the world sees people with disabilities. Our founders envisioned a better, healthier, more inclusive life for people with spinal cord injury and set out to make it so. We are honoured to carry forth that tradition every day in Ontario, as we work for and with people with SCI to live the life they choose.

The Opportunity

The Director, Marketing & Communications role is responsible for determining and delivering the best marketing and communications strategies that integrate with other SCIO portfolios and supports the Strategic Plan and serves as the organization's lead writer and editor for a range of internal and external communications.

Our programs and services are funded through private and public donations, government grants, and business activities. We are proud to be accredited by Imagine Canada Standards program.

This position allows the flexibility to work remotely or within the provincial office in Toronto.

Role Overview and Key Responsibilities:

Reporting to the Chief Executive Officer, and working closely with the senior leadership team, the Director, Marketing & Communications, provides strategic leadership, direction and management as it relates to:

- Building clear messaging and narratives that promote the multiple facets of SCIO's activities including community engagement, philanthropy, corporate partnerships, Cortree services, public policy and government relations
- Fostering strong relationships across the organization to stay current on our wide range of programs and to infuse an awareness of marketing and messaging in all our work
- Ensuring the creation of assets to continually build the components of the SCIO brand
- Assuring that SCIO is strategic, coherent and compelling in its engagement of clients, members, supporters, donors, community partners and other key stakeholders
- Implementing and executing our strategic marketing and communications plan, including all social media and direct marketing initiatives
- Overseeing the SCIO website, FYI on SCI and Community Magazine
- Defining and evaluating the key performance indicators for our marketing and communications activities
- Contributing to and supporting a culture of marketing and communications best practices across the organization province-wide
- Assessing organizational risk and providing strategies to address and mitigate
- Driving inter-portfolio collaboration with a high performing team and external service providers

Qualifications:

- Minimum 10 years proven track record of strategic and operational marketing and communications success in a senior leadership capacity
- University degree, in a related discipline with specialized courses, ie. – communications, business, public relations, journalism, graphic design, media relations, social media digital marketing, marketing
- Demonstrated experience building on strong brands and developing awareness across multiple channels and media
- Strong experience working on integrated campaigns across multiple platforms
- Proven understanding of fundraising for advocacy and social venture causes
- Exceptional achievements in profile building, reputation and brand management, complementing the creation of innovative and successful communication programs and marketing plans
- Demonstrated experience utilizing different communication styles for different audiences, ie. - donor focused language
- Persuasive and compelling communicator, with well-developed presentation skills
- Excellent technical skills, with a demonstrated affinity for technological innovation
- High degree of financial expertise, including portfolio budgeting and management
- Ability to anticipate tasks, set priorities, meet deadlines and function smoothly under strict deadlines and shifting priorities.
- Critical understanding of values-based, volunteer driven, charity/not-for-profit organizations
- Experience using WordPress, Raiser's Edge, Luminare, Outlook Express, MailChimp or their equivalents
- Willingness to work outside of regular business hours and travel as may be necessary, on occasion

The ideal candidate will have experience working in the for-profit, not for profit and charitable fundraising sectors. This is an excellent opportunity for an individual who is passionate, caring, innovative, enthusiastic and authentic. Your work is characterized by a high standard of professionalism, dependability, and attention to detail and you are adaptable to handling a variety of challenges in a fast-paced environment.

Given the essence of Spinal Cord Injury Ontario, lived spinal cord injury experience will always be considered an important criterion among the criteria that are part of any given search. SCI Ontario is an equal opportunity employer dedicated to achieving accessibility in employment for persons with disabilities, while ensuring inclusive, barrier-free selection processes and work environments

Reasonable and appropriate accommodation will be provided during the recruitment process upon request and addressed confidentially. We thank all applicants; however, only those under consideration will be contacted.

Upon request, this position will require a Police Record Check and credentials verification.

If you would like to make a meaningful contribution to your community and join our team, please forward your resume and corresponding cover letter, with salary expectations, in confidence by August 28, 2020 to: Human Resources, SCI Ontario, 520 Sutherland Drive, Toronto, ON M4G 3V9, Fax: 416-645-3265, E-mail: hr@sciontario.org.