



DIGITAL MARKETING & COMMUNICATIONS MANAGER

Title: Digital Marketing & Communications Manager

Position Type: Full-Time Permanent

Reports: Chief Operating Officer

Location: Mississauga

Industry: Not-for-profit

COMPANY PROFILE

Founded in 2004, Jake's House is a Provincially and Federally funded Canadian charity with a mission to provide meaningful support to families living with autism across the country. Recognizing that more than any other single issue, families dealing with autism need a community, Jake's House is committed to growing a strong network of people who understand and care - a family, determined to provide tangible solutions at every stage of life.

Specifically, Jake's House supports individuals on the spectrum throughout their lifespans through four core initiatives: 1) Jake's House Annual Holiday Parties, a 15-year tradition of bringing families together for a welcoming, fun and festive celebration; 2) Legends Mentoring Program, themed group mentoring workshops that provide youth with opportunities to learn skills, socialize and make friends; 3) Jake's House Employment Mentoring, a program that supports the integration of young adults into the workforce; and 4) inclusive housing solutions, designed to address the growing housing gap in the autism community, giving more aging adults a place to call home.

The ideal candidate will be working with a dynamic, fast-growing organization, collaborating with a passionate, dedicated team.

JOB OVERVIEW

Jake's House is seeking a creative and analytical Digital Marketing & Communications Manager responsible for leading the development and execution of our marketing and communications strategies. The Digital Marketing Manager will be responsible for supporting and growing the Jake's House brand while driving traffic to our various channels including our website, and social media platforms. The ideal candidate will have a diverse marketing background, with skills and experience in copywriting, graphic design, social media, digital advertising, content marketing, SEO, SEM, campaign management, photography, and video. This position supports a fast-growing organization and entails collaborating with a passionate, dedicated team. The Digital



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Marketing & Communications Manager will be a proactive, resourceful, and adaptable self-starter with a strong work ethic and eagerness to take on challenges in a variety of areas.

RESPONSIBILITIES

- Develop an annual digital marketing strategy which incorporates multiple marketing channels to grow Jake's House online community and promote the organizations activities, events, and programs.
- Regularly update a master digital marketing calendar, schedule and execute, in line with the team's objectives based on user engagement metrics.
- Regularly create and post engaging on-brand communications, including copy, graphics, and video content.
- Manage the creation of all collateral, such as web graphics, postcards, booklets, one-sheets, branded gear, sponsorship packs, event invites, presentations, annual reports, and pitch decks.
- Manage vendors, such as designers, videographers, photographers, translators, printers, and web developers, as well as internal marketing support associates.
- Stay up to date on social media, digital marketing, and influencer updates, implementing the latest trends, tools, and best practices to ensure Jake's House is a leader in the autism community.
- Support the team with marketing and communication requirements for awareness campaigns, networking functions, events, programs and services.
- Manage the website, blog, creating posts that cover Jake's House happenings, events, campaigns, news, program updates, personal stories, testimonials, evaluation/impact summaries, videos, and keyword-driven articles

Content Creation:

- Design and/or coordinate the design of graphics, promotional collateral, and event collateral.
- Write blog posts, website content, and social media content.
- Develop and/or coordinate the production of videos and photography.
- Compile, write and design informative pieces, such as newsletters, program toolkits and annual reports.
- Research, write and distribute press releases, media kits, key messages, speeches, Q&A responses, and presentations.

Digital Analytics & Website Management:

- Manage the analysis of website performance, customer experience, content, and success of marketing campaigns.



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- Interpret analytics-driven insights, recommend, and implement approaches that are relative to improve the user experience.
- Implement web analytics and be proactive in providing ad hoc diagnostic analysis.
- Provide quarterly and annual performance analysis based on multiple sources of data such as web analytics tools, social media monitoring tools, Google AdWords, email campaigns, etc.
- Work with a cross-functional team on evaluating data-driven insights to identify opportunities for optimizations of marketing campaigns and provide recommendations to improve program performance.
- Lead website upgrades, translations, and domain management.

Database Management:

- Manage a database of contacts, creating targeted segments and uploading subscribers appropriately.
- Create regular eblasts, such as event invitations, thank-you, and newsletters, featuring program info, impact stats, community offerings, volunteer engagement pieces, family spotlights, and campaigns.
- Manage and implement database growth strategy.
- Leverage integrations between other digital platforms, flowing emails into MailChimp from Universe, our website forms, Salesforce, and SurveyMonkey.
- Liaise with potential third-party marketing automation vendors.

Public Relations & Communications:

- Plan, develop and implement an overarching public relations strategy to enhance positive visibility for Jake's House and support the charity's core objectives.
- Build and nurture relationships with key media contacts on an ongoing basis.
- Liaise with the internal executive and operational teams, as well with corporate supporters, sponsorship partners, government officials, service providers, community leader and families living with ASD, to identify promotable stories and opportunities.
- Communicate with followers and respond to all queries promptly.
- Lead online community outreach for various campaigns.
- Manage the integration of digital marketing plans between supporting organizations as required.



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REQUIRED SKILLS & QUALIFICATIONS

Basic Requirements:

- 5+ years of experience in a marketing and communications role.
- Bachelor's Degree from a four-year college or university required.
- Proven success in establishing strong online presences for brands and in growing large, engaged followings.
- Strong track record of building and optimizing well-performing digital advertising campaigns, specifically Google ads, Facebook ads, Instagram ads and LinkedIn ads.
- Strong writing and editing skills, with compelling, authentic storytelling abilities, and able to deliver strong presentations.
- Intermediate photography and video skills for content creation.
- Ability to track and analyze data, identifying actionable insights; perform testing, and report on metrics.
- Proficiency in all popular social media platforms, a social media analytics tool, WordPress, Mailchimp, Salesforce, Adobe Creative Suite, Sharepoint, Google Analytics and Microsoft Office.
- Graphic design skills with Exceptional creativity and innovation.

Ideal Candidates (Culture Fit):

- Kind and empathetic, understanding the families we support always come first.
- Keen interest in staying up to date with digital technology trends.
- Strong communications skills, relationship building abilities, and a customer service mindset.
- Adaptable, resilient, can switch gears and hats quickly, thrives in fast-moving environments.
- Self-motivated, proactive, resourceful, and results driven.
- Experience in building fundraising campaigns considered an asset.
- Experience working for a non-profit/charity or with special needs individuals considered an asset
- Fluency in French considered an asset.

At Jake's House, we are proud to be an Equal Opportunity Employer. We do not discriminate based on race, religious beliefs, colour, gender, sexual orientation, physical disability, mental disability, ancestry, place of origin, age, marital status, source of income or family status. At Jake's House, we celebrate and support differences and diversity, for the benefit of our employees, our services, and our community.

Jake's House is committed to providing a barrier-free work environment in concert with the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code. As such, Jake's House will make accommodations available to applicants with disabilities upon request during the hiring process.