



## DIRECTOR OF MARKETING & COMMUNICATIONS

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<b>TITLE:</b>	Director of Marketing & Communications – Programs & Events
<b>POSITION TYPE:</b>	Full-Time Permanent or on contract as a consultant
<b>REPORTS:</b>	Chief Operating Officer
<b>LOCATION:</b>	Mississauga
<b>INDUSTRY:</b>	Not-for-profit
<b>SALARY RANGE:</b>	\$80,000+ (Commensurate with experience)

### 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.

In addition to growing a caring, committed community, Jake's House offers a continuum of structured services to provide practical help today and lasting hope for tomorrow. Through four strategic offerings – social events for the whole family; mentoring programs for youth; employment opportunities for young adults; and housing for the aging population – Jake's House supports individuals on the spectrum throughout their entire lifespans.

Through these events and services, as well as other strategic initiatives, Jake's House strives to empower individuals with autism; offer their caregivers support and respite; raise awareness; share resources; and build a caring community. Jake's House is dedicated to delivering assistance to those who need it right now, while also determined to establish a support system for future generations.

The ideal candidate will be an integral member of this dynamic, fast-growing organization, and will contribute to the success of this collaborative, passionate and dedicated team.

### JOB OVERVIEW

Jake's House is looking for a creative and analytical Director of Marketing & Communications for the Jake's House suite of programs and events, to join our dynamic, fast-paced team. The Director of Marketing & Communications will be responsible for designing and implementing comprehensive marketing strategies to create awareness of Jake's House' events and programs. They will be responsible for brand management, corporate communications and support on major Jake's House events and initiatives. The successful incumbent must have experience with creating website content, developing, and implementing a SEO strategy, managing the expansion of a brand, and devising social media strategies to maintain existing audience and attract new supporters.



### KEY RESPONSIBILITIES

- Develop an annual marketing strategy incorporating multiple marketing channels to grow the Jake's House online community and promote the organizations' activities, events, and programs.
- Direct the management of a digital marketing calendar in line with the team's objectives based on user engagement metrics.
- Develop and manage the corporate communications program and projects – writing, editing, producing collateral and products: Annual Reports, Stewardship Reports, Case for Support, articles, proposals, bios, etc.
- Oversee the management of all marketing collateral, such as web graphics, postcards, booklets, one-sheets, branded gear, sponsorship packages, step and repeat signs, event invites, presentation decks, and pitch decks.
- Manage relationships with marketing vendors such as designers, videographers, photographers, translators, printers, and web developers, as well as internal marketing support associates.
- Stay up to date on current social media and marketing trends, non-profit and autism organizational trends, implementing the latest tools and best practices to ensure Jake's House is a leader within the autism community.
- Support the team with marketing and communication requirements for campaigns related to awareness, networking, special events, programs, and services.
- Develop branding for launch of new programs and events.

#### **Digital Analytics & Website Management:**

- Manage and analyze website performance, customer experience, content, and success of digital marketing campaigns.
- Interpret analytics-driven insights, recommend, and implement approaches that are relevant to improve the user experience.
- Produce 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 teams to identify opportunities for optimization of marketing campaigns and provide recommendations to improve performance.
- Lead website upgrades, translations, and domain management.

#### **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.



## REQUIRED QUALIFICATIONS

- 5+ years experience as a leader within a Marketing & Communications role
- Bachelor's degree in Marketing, Communications, or equivalent.
- Exceptional copywriting and editing skills, are critical.
- Strong, compelling, storytelling skills are required and the ability to create and deliver strong presentations, is essential.
- Proven track record of building and optimizing well performing digital advertising campaigns.
- Proven success in establishing and growing a brand with an engaged audience, and multiple campaigns.
- Proficiency in all 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.
- Comfortable with direct marketing fundamentals, SEO, SEM, web analytics, and marketing metrics.
- Experience providing marketing support for charitable and community events considered an asset.

### **Ideal Candidates** (Culture Fit):

- Kind and empathetic, understanding the families we support always come first.
- Keen interest in, and current knowledge of digital technology trends and practices is critical.
- 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.