

## Job Posting

### Position: Senior Manager, Brand & Digital

**Reports to:** Vice-President, Brand Strategy, Marketing & Communications

**Salary Range:** \$65,000 - \$80,000

**Language Requirement:** Bilingual (English with conversational French required)

**Posting date:** November 17, 2021

**Reply Deadline:** December 3, 2021

**Reply to:** [careers@unitedway.ca](mailto:careers@unitedway.ca)

### Job Summary

United Way Centraide (UWC) is Canada's leading network of local community builders empowering people to make lasting social change in their community. With a presence across Canada, serving over 5000 communities, our federated network of local United Ways and Centraides tackle the important social issues of poverty and social exclusion in their communities. Our vision is that everyone in every community has the opportunity to reach their full potential. United Way Centraide Canada (UWCC) is the national office that provides leadership and services to UWC members across the country.

Reporting to the Vice-President, Brand Strategy, Marketing & Communications (VP), the Senior Manager works closely with marketing and communications leaders across the network to provide leadership in advancing and stewarding the UWC brand and manages the implementation of strategic brand, marketing and communications programs, with a focus on digital channels.

They will have demonstrated experience in brand management, integrated marketing communications campaign development and execution (particularly in digital channels), managing and maintaining high impact websites and a passion for creative, impact-driven storytelling. They will have demonstrated experience with managing diverse stakeholder groups within a matrixed organization. They are an adept facilitator and communicator with strong team building and collaboration skills with a passion for social justice and building strong communities. They will have a strong analytics background with the ability to act as a subject matter expert within the UWCC Marcom team and showcase leadership within the network in advancing digital engagement strategies.

The Senior Manager has direct responsibility for ensuring consistent, high quality, high impact brand application across the network, and acts as consultant with Marcom colleagues in local United Way and Centraide markets. The Senior Manager supports the VP and in collaboration with the broader Marcom team informs the UWCC national marketing and communication brand strategy and implements related projects within the annual business plan, with an emphasis on advancing UWCC's digital engagement with key stakeholders. The Senior Manager takes a brand-centric view in support of key strategic priorities within the Movement such as fundraising, cause marketing and third-party partnerships and advocacy.

## Responsibilities

### Brand Management (30%)

The Senior Manager will:

- Actively manage, implement brand compliance across the UWC network by:
  - Managing and maintaining a suite of brand resources for UWC members, including the Brand Identity Guidelines, Style Guide, Social Media Playbook, Issues Management Toolkit, and Communications Messaging Strategy, in collaboration with the Marcom team
  - Ensuring strong knowledge and understanding within the Movement of these brand management tools, including on-boarding and training of new Marcom staff in the network.
  - Actively engaging with local UWCs to ensure high levels of brand compliance, consistent with requirements within the membership and trademark agreements.
  - Pro-actively identifying and escalating issues related to brand risk to the VP or appropriate Executive team member
  - Manages UWCC's legal trademark interests and the licensing of United Way and Centraide trademarks to members or other partners
- Participate in Brand Health research and communications/knowledge mobilization with the UWC network
- Liaises with United Way Worldwide (UWW) in relationship to global brand management
- Ensure all relevant brand, marketing, and communications documents, and UWC Marketing & Communications member lists are up to date, saved, organized, and accessible in United Way Online, UWCC's Member Database (MDB), and in the Team Shared Drive.

### Digital Strategy and Content Development (30%)

- Lead and implement UWCC's digital marketing communications strategy (aligned to the UWCC communications strategy) and oversee the successful development and execution of digital assets in partnership with the Marcom team and in collaboration with the UWC network.
  - In collaboration with the Marcom team members, develop and execute digital marketing communications campaigns aligned to key UWCC strategies, areas of focus and themes to improve engagement and understanding of the UWC brand.
    - Lead the creation of impact and brand-driven content in time and resource-efficient ways and channels (videos, infographics, photography)
  - Manage key digital properties including UWCC website, 211.ca, online e-shop
    - Engage internal and network stakeholder to ensure content is relevant, high impact and aligned to UWCC key priorities
    - In collaboration with IT and Operations team, optimize UX/UI by creating stable, engaging, and accessible platforms
    - Provide insights into performance and recommendations for platform improvements (using analytics and tracking tools)
    - Manage external vendors relationships, contracts and project scopes as required
  - In Collaboration with the Strategy and Transformation team, input and support the digital modernization of the UWC movement through implementation of new digital tools, resources, and asset management.

- Support the development of the Brand performance dashboard, and manage ongoing with the UWC marcom network

### **Integrated Marketing & Communications (30%)**

- Support cross-UWCC team/pan-UWC network business objectives (advocacy goals, fundraising/revenue generation, cause marketing partnerships)
  - Support local UWCs to ensure cause marketing policies, trademark agreement and brand guidelines are followed
  - Facilitate UWCC approvals for limited licensing agreements and other National Office approvals
  - Support the development and execution of national cause marketing & third party fundraising opportunities with UWCs and in consultation with the UWCC RD team
- Manage the development and execution of shared and national marketing communications initiatives with UWCs across Canada and actively identify and promote content sharing opportunities within markets to support national-level brand building opportunities.
- Responsible for developing and maintaining, digital content and asset distribution channels and processes.
- Support the VP Brand Strategy, Marketing and Communications, National Director of Marketing & Communications and UWCC Executive in the development of internal communications for UWCC staff.
  - Influence national editorial calendar content strategy by identifying strategically relevant content from local markets

### **Team Accountability and Admin (10%)**

- Support the development and management of the annual Marcom budget, ensuring all invoices are properly coded and processed.
- Support financial forecasting on a quarterly basis
- Other duties as assigned

### **Accountability & Responsibility Level**

- Strategic oversight: Responsible for achieving goals, strategies & tactics. Project and individual performance.
- Strategic Planning: Responsibility for collaborating on objectives, goals and strategies. Responsible for creating, executing and reporting on project plans.
- Financial budget: Co-creates draft budgets. Executes approved budgets.
- Human Resources: Managerial/supervisory responsibility.
- Governance: Committee management (as assigned).

### **Supervisory Responsibilities**

- Volunteers, interns as available
- External vendors

### **Contact**

**Internal:** VP Brand Strategy, Marketing and Communications, National Director, Marketing & Communications, Communications Manager, Marketing Communications Officer, CEO and UWCC staff

**External:** Local UWC marketing communications colleagues, vendors and suppliers, counterparts at UWW and other related and external parties as required

## **Qualifications**

### **Education:**

- Post-secondary degree or diploma in the areas of digital marketing communications, content marketing, marketing, and/or other related discipline and/or equivalent experience.

### **Experience:**

- 5+ years of work experience in marketing, brand management, digital marketing communications, design and/or content creation.
- Experience in not-for-profit and/or public sector environments an asset.
- Proven ability to execute integrated marketing communications tactics to a diverse audience of stakeholders

### **Skills / Knowledge**

- Experience with brand management and brand management tools and resources. Familiarity with trademark management and/or licensing an asset.
- Demonstrated experience creating impactful, engaging content for syndication across multiple digital channels.
- Demonstrated experience and propensity towards relationship development and stewardship.
- A self-motivated project manager with the professional foresight and ability to “make the call” or escalate issues as appropriate.
- Ability to navigate complex situations with diplomacy and empathy, with a solutions-centric mindset.
- Strong communications skills (both written and verbal).
- Strong understanding of web technologies including WordPress, Survey Monkey, e-crm platforms like Mail Chimp (or similar). Understanding of online donation platforms such as Artez (or similar)
- Proficiency with Microsoft Office, familiarity with Adobe Creative Suite and content creation tools
- Demonstrated experience with managing web platforms and social media channels, including Facebook, Instagram, Twitter, LinkedIn and YouTube
- Experience using CMS and CRM systems for data management, content creation and campaign deployment; familiarity with Google Analytics, Google Data Studio, and other reporting and analytics tools.
- Experience with performance marketing an asset
- Comfortable working in a fast-paced environment with proven ability to manage competing priorities and to meet deadlines under pressure.

## **Location**

- Position is in UWCC’s national office based in Ottawa. Candidates will be considered from the EST time zone with an expectation for a hybrid work model including some in-office work (some travel required).
- Flexibility to work evenings and weekends as necessary.

- Valid driver's license and passport are required.
- At the discretion of the supervisor, may require overnight travel from time to time to support network conferences, events, and/or meetings

### **Diversity, Equity, and Inclusion**

United Way Centraide Canada hires based on merit and is strongly committed to diversity and equity within its community and to providing a welcoming and inclusive workplace. It especially welcomes applications from Black, Indigenous and People of Colour, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

### **How to apply**

Please send your **cover letter along with your resume** in confidence to:

[careers@unitedway.ca](mailto:careers@unitedway.ca)

We thank everyone for applying; however, only qualified candidates will be contacted.