JOB DESCRIPTION

Job Number: 2024ME

MARKETING/COMMUNICATIONS AND DEVELOPMENT MANAGER

Great Lakes and St. Lawrence Cities Initiative

June 2024

JOB SUMMARY

The Cities Initiative is seeking an experienced and dynamic Marketing professional to join our team. The ideal candidate will have a proven track record in developing and executing marketing strategies and events programming that will drive brand growth, member engagement and stakeholder awareness. The role will oversee all marketing operations and ensure that our marketing efforts are aligned with our business goals. This is a full-time remote position reporting to the Chief Development Officer.

LOCATION: Remote – Canada (Ontario or Québec) or United States

HOW TO APPLY

Interested candidates should submit their resume and a cover letter outlining their qualifications and experience to phillipe.murphy-rheaume@glslcities.org with the subject line "Marketing and Development Manager – [Your Name]."

MAJOR DUTIES AND RESPONSIBILITIES

Marketing and Events

• Design and execute comprehensive marketing plans that align with company objectives and drive growth, including social media and member engagement strategies.
• Oversee the planning, execution, and optimization of marketing campaigns across various channels, including digital, print, and social media.
• Ensure consistent brand messaging across all marketing materials and platforms to strengthen brand presence and recognition in the market.
• Oversee the overhaul of content on the organization’s website and ensure that content is relevant and updated in line with organizational developments.
• Manage marketing and events budgets, ensuring effective allocation of resources to maximize return on investment.
• Monitor, analyze, and report on the effectiveness of marketing initiatives using key metrics, and adjust strategies as needed based on data-driven insights.
• Maintain the organization’s Marketing and Communications Calendar
• Oversee the creation of high-quality content, including newsletters, e-blasts, blogs, annual reports, social media posts and shareable content for Cities Initiative members that engage and inform our target audience.
• Work closely with the Policy, Program and Development teams in events and marketing communications execution.
• Manage key organizational events, including the Annual Conference and Mid-Year Meeting:
  o Supervision of organization’s events and consultants (event management and PR) for each event
  o Event site selection
  o Event theming
  o Creation of all marketing materials
  o Coordination of all team members in content and event development
  o Timeline management
  o Run of show management
  o Event budget development and monitoring
• Collaborate with Policy and Program teams, and the organization’s PR consultant to support the organization’s media and visibility efforts, including maintaining a bank of key messages and reviewing press releases.

Development

• Support the Chief Development Officer (CDO) in identifying and setting up meetings with prospective members and funders.
• Work with the CDO in developing an individual donor program, including outreach strategy, donation landing page, and compelling content to incite donations.
• Manage the Customer Relationship Management (CRM) system, including creating and CRM inputting guidelines for staff and assist the CEO and CDO in inputting data.

QUALIFICATIONS

• Education: Bachelor’s degree in Marketing, Business, or a related field.
• Experience: Minimum of five (5) years of experience in marketing, with at least two years in a campaign and/or project management role.
Key Competencies and Skills

- Excellent written and verbal communication skills.
- Proficiency in digital marketing tools and platforms (e.g., Google Analytics, SEO, SEM).
- Ability to analyze data and translate insights into actionable strategies.
- Creative thinking and problem-solving abilities.
- Strong organizational and project management skills.
- Understanding of environmental and economic development policy, and willingness to become a content expert in the organization’s strategic pillars.
- Adept at all forms of social media and experience developing and executing against social media plans, with fluency in: Facebook, LinkedIn, X, Threads, Instagram, YouTube, and TikTok.
- Ability to develop and manage events and marketing budgets.
- Understanding and ability to develop materials in Canva and/or Adobe Illustrator and Photoshop, for materials production. (*Note: Candidate is not expected to be a designer but will be expected to perform copy editing and production work and produce basic design work internally while managing an external design team*).
- Strong skillset in all Microsoft 365 programs, Constant Contact, email automation, WordPress, and Google Analytics.
- 10 percent travel expectations.
- Knowledge of Donor Perfect and/or other CRMs preferred.
- Preferred fluency in both English and French.

Personal Attributes: Self-motivated, results-oriented, and able to work in a fast-paced entrepreneurial environment.

WHAT WE OFFER

- Competitive salary – $60,000 to $75,000 annually
- Comprehensive benefits package including health, dental, and vision insurance
- Defined contribution retirement plan
- Three (3) weeks of vacation plus one (1) week of vacation during organization’s holiday shut down, with a potential for another week of vacation during organization’s post-Annual Conference shutdown
- Professional development opportunities
- A collaborative and innovative work environment

The Great Lakes and St. Lawrence Cities Initiative is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.
ABOUT THE GREAT LAKES AND ST. LAWRENCE CITIES INITIATIVE
The Cities Initiative is a multinational coalition of local governments, led by 260 mayors and chief elected officers, working collaboratively to safeguard the economic, environmental and social health of communities in the Great Lakes and St. Lawrence River Basin. The organization is committed to stewarding the basin’s freshwater and ensuring that all residents have access to clean, safe and affordable water as the foundation for sustainable, vibrant, inclusive and resilient communities.