

## **DIRECTOR, MARKETING and COMMUNICATIONS**

**United Way Southern Vancouver Island (UWSVI) is a leading non-profit working to transform lives on Southern Vancouver Island. As part of our United Way team, you can make your community better while growing professionally in the process.**

### **Why UWSVI?**

- Highly collaborative team environment
- Opportunity to improve lives in our community
- Competitive salaries
- Extended Health Care Group Insurance, including medical and dental benefits for you and your family
- Retirement Savings Plan
- Great workspace (downtown Victoria) + possibility of some remote

### **Nature and Scope**

The Director, Marketing and Communications (DMC) is responsible for the development and implementation of strategic communications and marketing plans and initiatives that position United Way Southern Vancouver Island (UWSVI) as a key leader and influencer in the social services sector. This position is responsible for the management of the UWSVI brand and all public messaging and communications. As a member of the leadership team the DMC plays a key role in strategic visioning, planning and implementation of the organization's mandate.

### **General Accountability**

- Tell the United Way story through communications and marketing to enhance our profile, increase donor touchpoints, and deepen donor connections with UWSVI
- Grow our digital and social media presence and increase levels of engagement
- Create unforgettable UWSVI branded, fundraising campaigns and events
- Enhance our relationships with media as a partner in community building
- Develop and deliver on Key Performance Indicators (KPI's)

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**Ideal Candidate Profile**

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**Marketing**

- Develops and manages a marketing and communications strategy including products, campaigns and digital opportunities to maximize UWSVI's fundraising efforts from cultivation and solicitation to stewardship
- Manages the organization's website and utilization of social media and digital media
- Advises and oversees the development and coordination of campaign materials for workplace, individual giving, planned giving, donor relations and community impact
- Identifies and develops new, comprehensive, and innovative marketing strategies to effectively support annual growth strategies for revenue-generating channels for giving
- Directs market research activities in support of strategy and tactics
- Ensures alignment as appropriate of local initiatives with national campaigns
- Prepares and delivers analysis, recommendations and any necessary presentations or reports to the leadership team and/or board
- Develops the marketing and communications strategic plan and budget and associated KPIs
- Responsible for the development and implementation of the special events and sponsorship calendar and associated ROI

**Leadership**

- Provides inspirational, effective and highly visible leadership
- Empowers team members to take innovative approaches to enhance organizational performance
- Performance management and professional development
- Brand champion to optimize UWSVI brand awareness and positioning

**Relationship Management**

- Identifies and engages key partners and stakeholders in media, marketing, advertising, digital, communications and public relations
- Builds strong external relationships to enhance the reputation of, and results for UWSVI
- Develops and implements plans that increase donor engagement and donations
- Identify and manage external consultants for specific projects

**Communications**

- Collaborates with current and prospective media partners to leverage the organization's mission and initiatives across channels
- Key spokesperson including researching, writing and distributing press releases and other publicity material or, when necessary, to respond to media stories affecting the mission and/or strategies of UWSVI
- Highly responsive as appropriate to media inquiries
- Manages the development of issues and crisis management plans in collaboration with internal and external subject matter experts

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**You are a great fit for this role if you have the below attributes and experience!**

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**Skills and Abilities**

- Strength in conceptual strategy and execution while still maintaining a “roll-up-your-sleeves” style
- Analytical decision maker; results-driven
- Social media strategy expertise and influencer marketing
- Excellent communication and interpersonal skills
- Deep skills in marketing campaign development, execution and leveraging data and analytics
- An agile, creative mindset
- SEO success
- Organizational leadership and team development
- Ability to collaborate with cross-functional teams
- Knowledge and understanding of the non-profit sector an asset
- Passionate about the donor experience

**Qualifications**

- Bachelor’s/Master’s degree in Marketing or Communications preferred
- Minimum five years as a Marketing or Communications Director in a challenging role
- Leading and influencing across diverse groups, communicating goals, plans and strategy across all channels
- Fluent with social media channels such as Facebook, Twitter, Instagram, LinkedIn and YouTube and metrics to showcase results
- Proficiency with the Microsoft 365 suite of products and other communications and project software
- Demonstrated track record of development and execution of creative, innovative strategies

***Applications can be submitted via email to Mark Breslauer at [mark.breslauer@uwsvi.ca](mailto:mark.breslauer@uwsvi.ca)***