



Job Description: Manager, Marketing and Communications

The Opportunity

The Manager, Marketing and Communications will develop and execute robust marketing campaigns and leverage social media, digital and media relations strategies to grow True Patriot Love's brand presence and engage prospects and donors in a compelling way.

Responsibilities include:

- Developing strategic social media content calendars which promote TPL's mission, our fundraising partners and the impact of TPL's funding and programs.
- Engaging with TPL donors and prospects through multiple digital and social media platforms and driving enhancements, based on trends and analytics, to increase effectiveness of each channel as marketing tools.
- Managing all aspects of the TPL website including content development and technical evolution - keeping content fresh, emotive and on-brand, and providing regular, robust reporting on website analytics.
- Working with external agency partners to write and create engaging donor communications, brand and event materials in a variety of mediums.
- Providing media relations support, including media outreach, writing press releases and coordinating brand ambassadors/spokespeople.
- Conceptualizing and executing robust email and digital marketing campaigns based on donor insights and segmentation.

The Ideal Candidate

The ideal candidate has a university degree and 5+ years of experience in a marketing communications role in the not-for-profit, private or advertising sector. The candidate is an exceptional writer, with the proven track record of being able to tell a compelling story across mediums. The candidate is highly creative, analytical and excels in a fast-paced, entrepreneurial culture. S/he is a strong and adaptable team player and can work independently to meet established goals and deadlines.

S/he has a proven understanding of all digital and social media platforms and trends, as well as the tools used to measure impact. S/he has experience executing comprehensive stewardship/CRM email campaigns.

Fluency in French (verbal and written), military experience and knowledge of Salesforce, Pardot, Wordpress and Excel are assets.

STRONGER MILITARY FAMILIES



To apply for this role, please submit a cover letter and resume to hr@truepatriotlove.com by Wednesday, February 14, 2018, indicating “Manager, Marketing and Communications” in the email subject line. Please be sure to include your salary expectations in the cover letter.

True Patriot Love welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

About True Patriot Love

True Patriot Love Foundation (TPL) is a national charity with the mission to inspire every Canadian to contribute to the resilience and wellbeing of our military and Veteran families. Since 2009, TPL has provided more than \$18 million to support military families, including supporting more than 100 community-based programs across the country that address the unique challenges resulting from service including mental health, physical rehabilitation, transitioning to civilian life, and the special needs of children. In addition, TPL contributes to advancements in research and technology through our \$5 million commitment to the Canadian Institute for Military and Veterans Health Research (Queen’s University).

Recognizing the important role sport can play on a soldier’s recovery, in 2016, True Patriot Love secured the bid for the 2017 Toronto Invictus Games, and subsequently established a separate corporate organization to deliver the Games. True Patriot Love continues to stay closely connected to the Games and is responsible for raising funds and managing logistics related to sending Team Canada, and competitors’ friends and families, to the next Invictus Games in 2018 and 2021.

For more information please visit truepatriotlove.com

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