



Job Description: Manager, Brand Marketing & Campaigns

The Opportunity

The Manager, Brand Marketing & Campaigns will develop and execute robust marketing campaigns and leverage social media, digital channels and media relations strategies to grow True Patriot Love's brand presence and engage prospects, donors and partners in a compelling way. The Manager will lead the marketing of our signature events, including our annual Gala dinner, as well as our global expedition series.

Key Accountabilities:

Marketing Campaigns & Brand Development

- Lead the development, execution, and post-campaign measurement for key multi-channel marketing campaigns.
- Manage the creation and execution of all branded material ensuring that all communications are consistent, on-brand, highly professional, and inspire engagement.
- Provide brand oversight on all TPL's marketing materials, working with internal and external partners to ensure the TPL brand is used consistently and effectively.
- Own and manage the Marketing & Communications budget.

Events & Expedition Marketing

- Work closely with the events team to develop comprehensive communications plans to support our signature events, including sales outreach, social media amplification, event-specific collateral, sponsorship recognition and speaking points.
- Manage all marketing and communication components related to the recruitment and amplification of our incredible global expeditions. Leverage the stories and profiles of expedition participants to create compelling, emotive content that can be used across channels.
- Provide media relations support, including media outreach, writing press releases and coordinating interviews for brand ambassadors/spokespeople.

Partner Relations

- Manage the day-to-day relationships with marketing agency partners and vendors.
- Work with corporate sponsors to develop communications plans that amplify the partnership, our mission and combined impact.

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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 a strategic thinker who is well versed in the principles of marketing, campaign measurement and project management. The candidate is highly creative, analytical and excels in a fast-paced, entrepreneurial culture. S/he has a positive attitude, is a strong and adaptable team player and can work independently to meet established goals and deadlines. The candidate seeks out opportunities to learn and grow and take on more responsibility and is passionate about making a difference.

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

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

To apply for this role, please submit a cover letter and resume to hr@truepatriotlove.com indicating "Manager, Brand Marketing and Campaigns" in the email subject line. Please be sure to include your salary expectations in the cover letter. We are actively recruiting for this position, so to ensure you are given due consideration please send your resume as soon as possible.

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.

Thank you to all who apply. Only those selected for an interview will be contacted.

About True Patriot Love

True Patriot Love Foundation (TPL) is a national charity dedicated to providing Canadian military and Veteran families with the support they need and the hope they deserve. Since 2009, TPL has provided \$25 million to fund innovative research and support 750 community-based programs across the country. By addressing the unique challenges resulting from military service including mental health, physical rehabilitation, transitioning to civilian life, and the special needs of children, TPL has helped change the lives of more than 25,000 military families. For more information, visit www.truepatriotlove.com.

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