



JOB DESCRIPTION - MARKETING AND COMMUNICATIONS MANAGER

Canadian Organic Grower's (COG) mission is to provide education, advocacy, and leadership to help build an agricultural system that empowers farmers and consumers, enhances human health, builds community, and mitigates climate change while increasing Canadian food sovereignty (www.cog.ca).

Position Details: Marketing and Communications Manager

Contract: Full-time, 37.5 hrs/week

Start Date: Immediate and preferably in early-mid March 2023

Position Overview:

We are searching for a passionate and determined individual to join our team at COG. As a proven communications and marketing visionary and a strong team collaborator, the Marketing and Communications Manager will manage a year long national consumer marketing project and campaign focused on Canadian consumers. The Marketing and Communications Manager will manage and support public facing content development as well as the execution of marketing campaigns and events through digital and traditional mediums. Having a passion for driving brand awareness and a keen eye for design is imperative to excel on our winning team.

Main Tasks:

The Marketing and Communications Manager ('The Manager') will manage the launch of a bilingual, federally funded consumer marketing project and campaign launching in spring 2023. The Manager will be responsible for all project management related to the project (planning, development, budgeting, reporting, content strategizing/development, etc). The Manager will manage project relationships and work closely with project contractors/partners on project deliverables and goals. The Manager will also be responsible for conducting ongoing market research related to the project, stewarding government relationships, and developing industry partnerships/sponsorship opportunities.

The Manager will collaborate with team members in addressing the organization's communications needs. The Manager will contribute to strategic marketing and communications planning, goals and KPIs. The Manager will be responsible for managing the monitoring of strategy and campaign performance as well as research and reporting on websites, social media and email outreach analytics. In collaboration with the Mar/Comm team The Manager will be responsible for planning, creating, and publishing engaging content to help raise awareness for COG and its activities (membership, programs, donations, etc).

Duties and Responsibilities:

- Project management, coordination and execution of new, consumer marketing project and marketing campaign
- Assist the Director of Marketing and Communications in establishing goals and define KPIs to monitor the productivity and effectiveness of marketing plans and projects
- Deliver marketing activities within agreed upon budget
- Manage daily execution of the marketing calendar across various channels (including social media & email)
- Oversee engagement with the social media community on all platforms
- Develop a wide array of written materials, including: social media posts, web content, targeted emails and marketing collateral
- Review/revise existing website content in collaboration with the COG team and content experts
- Development, coordination and execution of the social media strategies
- Development, coordination and execution of the email outreach strategies
- Monitoring strategy and campaign performance
- Manage research and reporting on websites, social media and email outreach analytics
- Create and execute designs that are distinguishing, effective and persuasive
- Fundraising for COG via marketing campaigns, ad sells and other support activities
- Contribute to monthly, quarterly, and annual internal reporting processes
- Support membership development activities

Core Competencies:

- Very strong project management, planning, organizational, and time management skills
- Very strong critical thinking and problem solving skills
- Excellent communication skills expressed by in-person, online and in writing
- Excellent client services, networking and relationship building and negotiation skills
- Strong interpersonal skills and professionalism with the ability to connect with the broadest range of persons from farmers to government officials
- Strong willingness to learn, be adaptable, and participate in a highly collaborative team
- Strong financial literacy and proven ability to manage project budgets

Employment Requirements:

The preferred candidate will have the Core Competencies listed above, and:

- University/college degree or diploma in communications, marketing or a related field
- At least three (3) years of progressive communications and/or marketing management experience and or project management experience
- Strong interpersonal and communication skills, written and oral
- Excellent attention to detail with a commitment to accuracy, quality, and professionalism
- Excellent organizational skills with demonstrated written and oral proficiencies in English

- Demonstrated experience in developing and implementing marketing and communications plans, strategies, etc
- Experience designing and implementing social media campaigns and managing social media accounts
- Experience growing an online audience through organic and/or paid reach
- Experience managing content on a Wordpress website, or other related platforms
- Ability to develop creative, original content using design programs, such as Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- Experience evaluating and analyzing results of communications campaigns using reporting and analytical tools (Google Analytics, etc)
- Proficient in video conferencing via Google Meets, Microsoft Teams and/or Zoom
- Adept at Microsoft Office Suite, G Suite, CRM (Salesforce), and strong familiarity with project management tools (ASANA), methodologies, and best practices
- Ability to work effectively in a remote work setting and manage shifting priorities
- Able to work independently as well as a member of the COG team to coordinate work plans across projects and departments to ensure milestones are met on time and to agreed upon budget(s)

Additional Assets:

- Ability to communicate effectively in both of Canada's official languages
- Familiarity with SEO, web development processes, web maintenance and working with web development contractors
- Awareness of organic and regenerative organic agriculture sector including industry trends, technology and development
- Experience working with a not-for-profit or charity

Other Manager Duties:

This role may include other tasks and responsibilities that may arise during the term of this position aligned to the competencies outlined in this job description. New tasks will be discussed in advance and every effort will be made to keep tasks within reason to the original duties outlined within this job description.

Working Conditions:

- This role is primarily remote. There may be periodic visits to COG's head office located in downtown Ottawa.
- The Manager requires a fully equipped home office (own computer, printer, internet etc.).

Equal Opportunity:

COG provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation, or marital status. As such, we encourage groups who



have been historically disadvantaged with respect to employment to apply for positions at COG. We offer a family-friendly environment that allows for flexible work arrangements to support staff diversity and ensure a healthy work-life balance.

Compensation: The salary range is between \$55,000 - \$68,000 commensurate with experience. A generous benefits package is provided.

This position will remain open until a suitable candidate is hired.

Please submit a cover letter and your resume to: hireing@cog.ca

You can learn more about COG at www.cog.ca

Thank you for your interest