

Marketing Manager

Jewish National Fund of Canada

Company Description

Historically, the Jewish National Fund of Canada has served as the caretaker of the land of Israel. This mission took the role of planting trees, building water reservoirs, preparing land for new communities, and building parks and bicycle trails. More recently, JNF Canada has taken on projects to build the social infrastructure of the land of Israel for the benefit of the People of Israel. We have partnered with a variety of Israeli NGO's to build infrastructure to benefit vulnerable populations such as youth-at-risk, victims of domestic abuse, special needs children, veterans and the poor. We are Building the Foundations of Israel's Future.

Jewish National Fund of Canada is now searching for a Marketing Manager in their Toronto or Montreal office. We are looking for a dynamic individual who can take our marketing efforts to the next level. We are recruiting an individual who excels at developing marketing programs, has excellent writing and copyediting skills, and can manage multiple priorities across Canada.

Job Description

Primary Responsibilities:

- Provide marketing support to 10 regional offices as well as national initiatives
- Develop overall marketing strategy, including social media, web presence, advertising, messaging, and branding
- Build marketing programs to support specific events
- Measure, analyze, and improve campaigns to maximize effectiveness
- Evaluate the impact of campaigns in achieving their stated objectives
- Ensure brand image is consistent with overall marketing strategies
- Develop and manage content for weekly regional newsletters, email blasts, special events, and website
- Create and copyedit marketing literature, press releases, and gala event tribute books
- Manage the deliverables of 3 direct reports: social media coordinator and graphic designers

Required Skills and Experience:

- 5+ years experience in Marketing role in a fast paced environment, non-profit experience an asset
- University/College degree with a focus on Marketing
- Excellent written and oral communication skills and building interpersonal relationships
- Strong analytical and project management skills
- Experience with web design (Word Press), web based advertising, and analytical tools
- Strong creative outlook and ability to develop and implement strategies
- Experience developing and managing social media presence
- Highly organized with attention to details
- Ability to work under pressure and prioritize based on the organization's needs
- Experience in writing copy materials an asset
- Charity fundraising experience preferred
- Hebrew and French, an asset

Please email your resume and cover letter to **humanresources@jnf.ca** by November 2, 2018. No phone calls please. Only qualified candidates will be contacted. Thank you.