

Director, Marketing and Communications

ABOUT US

Variety - the Children's Charity of BC is on a mission to help every child with complex healthcare needs fulfill their unique potential. Through providing essential support and resources, including medical and mobility equipment, specialized therapists, expert tutors and counsellors, mental health counselling, vital assessments and supporting early childhood intervention, we empower extraordinary children to overcome barriers and thrive. Our work makes a profound difference in the lives of families across British Columbia.

Last year, nearly 5,000 children and youth in 90 communities across the province received support from Variety that transformed their daily realities and changed the trajectory of their lives for the better. We firmly believe in the power of diversity, respecting and valuing every child for who they are. We believe that every child has the right to live in an inclusive world and we provide life-changing assistance to children who face barriers so they can thrive and belong in their community.

THE OPPORTUNITY

As the Director, Marketing and Communications, you will be the driving force behind our mission to transform the lives of children with extraordinary healthcare needs. As a visionary leader, you'll craft a compelling marketing strategy, harnessing the power of storytelling to expand our direct and digital marketing initiatives increasing fundraising revenue to new heights. You will shape our brand strategy and communications inspiring philanthropy for one of British Columbia's most recognized charities for children. Reporting to the Chief Executive Officer, you'll hold a key role within the senior management team and spearhead the growth and development of our marketing and communications team. The Director, Marketing and Communications will provide critical supports and insight in the development of the organization's strategic and annual operating plan, while leading the development and execution of the strategic marketing and communications plan. The ideal candidate is bold, creative, and passionate about cultivating growth through multi-channel campaigns, brand storytelling, and delivering exceptional experiences for Variety's supporters to make a lasting impact where it matters most – in the lives of children.

ROLE AND KEY RESPONSIBILITIES

Marketing Strategy & Leadership

- Lead strategic development and successful execution of the marketing and communications strategy and plans and activities in support of a comprehensive fundraising plan.
- Develop and execute an innovative marketing strategy to inspire philanthropy and action.
- Provide digital thought leadership and play integral role in creating, building, and maintaining a digital and influencer marketing strategy.
- Strategically identify and develop content for use across all marketing channels while also supporting the needs of the fundraising teams.
- Lead day-to-day operations of the Marketing and Communications team, ensuring the team is resourced and supported to successfully deliver on key priorities.

- Develop thoughtful and strategic marketing and communications strategies incorporating a diversity, equity, and inclusion lens in strategies and execution.
- Build strong, strategic partner and agency relationships and networks in fields relating to all areas of marketing, this includes media, talent, ambassadors, and content.
- Work collaboratively with a range of key local stakeholders to ensure marketing efforts are targeted within the local market to meet specific audience needs.
- Coach, inspire, and leverage the teams' skills and experience, through strong mentorship, constructive feedback, and open communication.
- Build out and oversee the marketing and communications budget, ensure the budget is invested in line with the organization's strategic direction.
- Working cross-functionally to fully comprehend donor journeys and optimize the experience for audience development and acquisition.
- Interpreting data and trends to inform a successful marketing strategy.
- Contribute to metrics that support decision-making and report out impact of communications activities to internal and external stakeholders.

Brand Strategy and Strategic Communications

- Manage brand strategy bringing our brand to life through all channels at both the strategic and tactical level.
- Develop and implement a strategic communications plan that sets Variety apart and that broadens awareness of our critical work and programs.
- Lead all aspects of media relations and public relations, handling all incoming media requests, and overseeing the development of any needed materials.
- Serve as the communications counselor to the Chief Executive Officer and leadership for all internal and external communications.
- Leverage existing relationships and cultivate new ones with Global BC, relevant journalists, editorial boards, other outlets, and networks to generate broad coverage of Variety's mission, approach, and programs.
- Provide consistent media reporting, campaign recaps, and key performance indicators tracking to the executive team and stakeholders.

Team Leadership

- Provide critical support and insight to support the development of the organization's strategic plan and annual operating plan.
- Develop, implement, and evaluate the annual strategic marketing and communications plan and budget.
- Provide leadership, coaching and skill development to the marketing and communications team and develop and build collaborative relationships with internal and external colleagues and partners.
- Oversee the development of marketing and communications materials that inspire philanthropic support and provide support to Philanthropy and Partnerships and Events teams in the development of key messaging and resources to support fundraising.
- Manage and build upon long-term partnership strategy with Global BC on several programs throughout the year including Variety Week, Show of Hearts Telethon and a year-end campaign.
- Prepare a range of reports in support of the Chief Executive Officer, including but not limited to board, stewardship, campaign, and program reports.

- Provide cross-team leadership, expert advice, and ensure processes are in place for effective cross-team collaboration.

ESSENTIAL QUALITIES AND EXPERIENCE

- A clear passion for Variety's vision to see every child with complex health need fulfil their unique potential and to create an inclusive world where no child is left behind.
- 10+ years of senior management experience in the field of marketing and communications. Varied experience with agency and non-profit preferred.
- Demonstrated experience and leadership working with senior leadership teams in managing comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals.
- Extensive experience and knowledge of marketing with a strong background in delivering campaigns from development through to execution and evaluation.
- An exceptional grasp and ability to utilize all aspects of digital marketing and relevant data to drive successful program development driving revenue acquisition and growth.
- Experience working with multiple external agencies, media, and partners to achieve best outcomes.
- The ability to drive innovation and growth and be a detailed-oriented implementer who can mobilize small teams to translate strategy into results.
- Demonstrated ability handling multiple, complex fundraising initiatives in a fast-paced environment.
- Experience with budget management processes including setting budgets and day to day budget management.
- Demonstrated leadership in equity, diversity, and inclusion (EDI), lived experience, or knowledge and awareness of EDI.
- Excellent oral, written, and verbal communications skills.
- A degree in business, marketing, or communications or an equivalent combination of education, training, and expertise.
- A strong goal-oriented and metrics-driven work approach.
- Heart and hustle.

JOIN US

At Variety, we value diversity in all its forms and encourage all qualified individuals to apply. We believe that a team enriched by different cultures and perspectives makes us stronger. We are committed to fostering an inclusive and respectful environment where everyone's voice is heard. We actively strive to provide opportunities for all individuals and will continue to embed diversity, belonging, and equality in everything we do.

If you are ready to join a stellar team making a profound impact and you feel inspired to ignite change where it matters most – in the lives of children – we invite you to join us at Variety and apply for the Director, Marketing and Communications role.

This position is based in our Burnaby, BC office with a hybrid and flexible workplace experience. Variety offers a competitive compensation and benefits package and a rewarding employment experience where your contributions make a real difference. Together, we can create a world where every child's unique potential knows no bounds.