



## **MANAGER, MARKETING**

**Full-Time Permanent**

**Burnaby, BC**

Variety – The Children’s Charity is on a mission to see 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.

Last year over 21,000 children and youth in 240 communities across B.C. received Variety’s support transforming daily realities and changing the trajectory of their lives for the better. We believe in the power of diversity and that every child has the right to live in an inclusive world. We provide life-changing assistance to children who face barriers so that they can thrive and belong.

**ABOUT YOU: We are looking for a Manager, Marketing who is excited by the opportunity to lead marketing programs supporting business goals by delivering meaningful and functional donor journeys that inspire, engage and motivate audiences to action.**

You are a confident marketer with a passion for comprehensive and cohesive marketing plans. You thrive when managing multiple projects, priorities and deadlines. You have an impeccable eye for detail, and you like to plan, create and analyze results.

Reporting to the Director, Marketing and Communications, your responsibilities will include:

### **Support and implement a comprehensive marketing strategy across all channels:**

- Create and execute detailed plans for each marketing channel including: advertising, email, website, social media and direct mail
- Operationalize processes to share compelling story-based content to targeted audiences
- Establish business processes to deepen cross-department collaborations, enhance plans and track progress
- Manage marketing budgets ensuring the delivery of results with regular evaluation

Lead the analysis and activation of marketing data:

- Manage the weekly, monthly, quarterly, and annual performance reporting
- Identify program opportunities through analysis of data and insights
- Maintain the tracking and reporting infrastructure for all marketing programs
- Make recommendations based on data-driven analysis of campaigns

Manage internal and external relationships to optimize channel performance:

- Lead and deepen relationships with key external vendors including: web development, advertising, social media, content development



- Collaborate closely with internal departments to enhance collaboration, project management and support shared business objectives

#### **Core knowledge + skills:**

- Passion and demonstrated experience in problem-solving and analysis
- Advanced knowledge of computer software including website CMS, email platforms, databases, HTML and Excel
- GA4 – Google Ads and Analytics experience
- Strong project management and communication skills, written and verbal
- Understanding of effective user experience and donor journey principles
- Ability to work collaboratively with a number of teams and stakeholder groups, and balance multiple projects and priorities

#### **Qualifications**

- A degree or diploma from a recognized post-secondary institution, specializing in marketing, communications or relevant experience
- Minimum of five years' experience in a role that involves marketing, campaign development and project management
- You are a strategic thinker and savvy relationship manager, adaptable, and approach life and work with heart and hustle
- Deep understanding and appreciation for digital and social trends, philanthropic landscape and media/advertising markets across BC

#### **Nice to haves**

- Non-profit experience
- Experience using online fundraising tools and platforms including Raiser's Edge
- Familiarity with Wordpress, Elementor, and Mailchimp

#### **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 and respected. We actively strive to provide genuine opportunities for all individuals to thrive and will continue to embed diversity, belonging, and equality in everything we do.

If you are ready to make a profound impact to inspire and ignite change where it matters most – in the lives of children – we invite you to join us at Variety – The Children's Charity and apply for the Manager,



Marketing role. Together, we can create a world where every child thrives, belongs, and fulfills their extraordinary potential. Apply now and be a catalyst for change.

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

**Salary range: \$65,000 - \$75,000 per year**