



DIRECTOR, MARKETING AND COMMUNICATIONS

14 Months, Full-Time Contract

Start Date: December 2024

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 10,000 children and youth in 200 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.

As the Director, Marketing and Communications, you will be a visionary leader and champion for children with complex health needs, you’ll lead a compelling marketing strategy, harnessing the power of storytelling to expand our direct and digital marketing initiatives increasing fundraising revenue to new heights.

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.

Reporting to the CEO, your responsibilities will include:

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.
- Lead and execute an innovative marketing strategy to inspire philanthropy and action.
- Provide digital thought leadership and play an integral role in building and maintaining a digital 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.
- Build upon 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 stakeholders to ensure marketing efforts are targeted within regional markets to support brand profile and fundraising goals.
- Coach, inspire, and leverage the teams' skills and experience, through strong mentorship, constructive feedback, and open communication.
- Oversee and manage the marketing and communications budget, ensure the budget is invested in line with the organization's strategic direction.
- Translate data and trends to inform and optimize marketing strategy.

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 builds profile and helps differentiate Variety from its competitors across BC.
- Lead all aspects of media 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 marketing reporting, campaign reporting, and key performance indicators tracking to the executive team and stakeholders.

Core knowledge + skills:

- Passion and demonstrated experience in problem-solving and analysis.
- Advanced knowledge of computer software including website CMS, email platforms, databases, and Excel.
- Strong project management and communication skills, written and verbal.
- Understanding of effective user experience and donor journey principles.
- Ability to work collaboratively with diverse teams and stakeholder groups, and balance multiple projects and priorities.
- Demonstrated leadership in equity, diversity, and inclusion (EDI), lived experience, or knowledge and awareness of EDI.

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 leadership and campaign development.
- 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
- 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.

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.