



National Manager, Brand & Marketing

Location

Montreal, QC / Partially Remote

Position status

Regular Full-time, 35 hours per week

Why Join The Kidney Foundation?

Excellent kidney health, optimal quality of life for those affected by kidney disease, and a cure. This vision drives us to build community connections, fund research and deliver programs and services that make a difference in the lives of those impacted by kidney disease, while engaging them in a community of care and support.

You can make a difference by joining our dynamic and dedicated team at The Kidney Foundation of Canada!

What do we offer?

- A hybrid working environment
- Support for a home office set up and monthly home internet allowance
- 3 weeks annual vacation (6% of earnings)
- 10 Health (sick) days and 2 personal days per year
- 12 holidays per year
- Participation in the Group Insurance Benefits plan
- Participation in the Group RRSP (employer contribution 5%)
- A full employee assistance program
- A culture that supports continuous learning and development

Job Overview:

Reporting to the National Director, Marketing & Communications, you will provide focus and leadership to strategies that build brand and raise awareness throughout the country, and which support achievement of the organization's objectives through comprehensive content management and marketing plans. You will develop brand resources and templates and lead deployment of digital marketing campaigns that support pan-Canadian brand awareness initiatives.



What You Will Be Doing:

- Develop brand strategies and tactical plans to build awareness and engagement.
- Lead digital marketing strategies to achieve engagement targets.
- Identify market segment expansion priorities as prioritized in The Kidney Foundation's strategic plan.
- Optimize pan-Canadian digital programs to improve conversion and engagement rates.
- Develop content integration strategies for digital and traditional marketing channels, building annual plans which support brand awareness priorities.
- Lead development of high-quality content which highlights stakeholder investments in action.
- Lead development of key messages used for stakeholder and media relations. Take a leadership role in triaging media requests.
- Improve brand consistency and recognition by building strong brand visuals and messaging, developing guidelines and resources to accurately represent brand, and by ensuring materials are easily accessible and usable for all levels of the organization.
- Deploy market research methods, including surveys, interviews, and focus groups to gather insight about audience segments to inform decisions for effective content deployment.
- Review analytics results to evaluate and recalibrate marketing and brand awareness strategies.
- Contribute to the development of brand and digital marketing budgets and their administration to ensure expense budgets and targets are met.
- Work collaboratively with colleagues across the organization to share and leverage marketing best practices and to support the planning and implementation of brand strategies.
- Work effectively with external service providers to ensure timely and effective development and deployment of materials.

Qualifications, Skills and Experience Needed:

- Degree or diploma in marketing, digital marketing, or communications.
- Minimum 5 years experience in a similar role.
- Perfectly bilingual in French and in English, written and spoken (the ability to function in English is a requirement of this position due to the support provided to Branches across Canada).
- Proven experience in development of comprehensive marketing plans and tactical deployment of strategies.
- In-depth knowledge of Meta (Facebook), Google Ads and Google Analytics.
- Exceptional organizational, project management and analytical skills with the ability to multi-task in a fast-paced environment.
- Strong interpersonal skills and the capacity to build positive relationships with employees and stakeholders.



How to apply?

Email your resume to: resume@kidney.ca

Include a cover letter letting us know why your skill set and experience would be a good fit for this role.

We wish to thank all applicants for their interest and effort in applying for this position; however, only candidates selected for interviews will be contacted.

This position will remain open until a suitable candidate has been found.

More about The Foundation

To learn more about The Foundation and explore our vision and mission, please visit our website at kidney.ca

The Kidney Foundation of Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

The Kidney Foundation of Canada complies with the requirements of Bill 96.