



Application for the Position of Marketing and Communications Manager
Maternity Leave Contract – 15 months (or ending earlier)

Catholic Principals' Council | Ontario invites applications for the position of *Marketing and Communications Manager*. Full time duties will begin in February 2018. This is a maternity leave contract based out of the CPCO office (Toronto) with commensurate salary.

CPCO MARKETING and COMMUNICATIONS MANAGER

Reporting to the Executive Director, the CPCO Marketing and Communications Manager will be responsible for facilitating internal communications and managing external communications to CPCO Members, Associates, partners and the general public. As well, the successful candidate will be able to analyze data, create, implement and manage marketing communications strategies and activities designed to generate product awareness, brand identity and drive business opportunities.

SALARY: \$85,000-\$90,000

HOURS OF WORK: Monday – Friday, 8:30 a.m. – 4:30 p.m.

The Marketing and Communications Manager:

- Maintains the organization's effectiveness and efficiency by defining, delivering, supporting and contributing to CPCO's strategic plan for implementing information, marketing and on-line marketing technologies.
- Develops and delivers, in close collaboration with the Executive Director a strategic vision and annual action plan that reflects gospel values and Catholic social teachings.
- Recommends information and marketing strategies, policies, and procedures by evaluating organization outcomes, identifying problems, evaluating trends, anticipating requirements.
- Writes/edits in a variety of styles and draft materials (i.e. on-line and traditional) on a wide range of topics.
- Accomplishes financial objectives by forecasting requirements; preparing an annual budget.
- Contributes to a team effort by accomplishing related results as needed in conjunction with appropriate CPCO staff.
- Maintains quality service by establishing and enforcing organization standards.
- Promotes the goals and objectives of Catholic Principals' Council | Ontario in all activities performed on behalf of the Association.
- Develops content for CPCO in the delivery of communication programs, projects and services.
- Seeks out and develops partnerships and liaises with Principal/Vice-Principal Associations, the Ontario Catholic Supervisory Officers' Association, Catholic District School Boards, The Institute for Catholic Education, and other educational organizations.
- Directly supervises the work of the Senior Designer and Communications & Technology Officer.

- Works with the Communications & Technology Officer to craft and deliver relevant messaging using a variety of tools, including events, brochures, blog, web, video, infographics and social media.
- In conjunction with the Senior Designer, ensures that the branding of CPCO materials is consistent in all areas of communication and within all departments.
- Coordinates the development and publication of CPCO's electronic newsletter with the Communications & Technology Officer.
- Liaises with the Advertising Manager and the Editor of CPCO's magazine, Principal Connections.
- Acts as Staff Advisor to CPCO standing and select committees as directed by the Executive Director.
- Supports all executive communications from President and Executive Director to CPCO Associates, Members, partners and the general public.
- Performs other duties as required.

Knowledge and Skills:

The Marketing and Communications Manager will be able to:

- Develop an annual marketing communications plan that details specific program and campaign activities designed to achieve agreed upon business objectives.
- Demonstrate the use of social media tools.
- Understand budget processes and accounting. Deliver methods and programs aimed at positive image creation.
- Develop and implement programs supporting the sales/marketing objectives of all CPCO products including new product launches, segment education, pricing initiatives, and solution selling.
- Articulate gospel values and Catholic social teachings.
- Competently use Microsoft Office and demonstrate a knowledge of Adobe Connect.

Personal Attributes:

- Must be a self-directed and self-motivated worker and be able to work independently with little supervision.
- Must be able to initiate and follow through on projects and tasks and be able to attend to multiple tasks and projects simultaneously.
- An ability to lead other professional and support staff is essential.
- Must be willing to work overtime as required.

Education Profile:

- University degree in Communications/Journalism/Marketing or combination of education and experience.
- Other pertinent professional accreditation is an asset

Experience:

The successful candidate will have:

- Minimum 7 years of professional experience in product promotion and marketing communications. Relevant agency and/or industry experience preferred.
- Experience in the implementation and execution of brand strategy

- Experience in strategic planning, issues management, government, community and media relations/promotion is an asset
- Familiarity with Ontario's Catholic education sector is an asset

Application Process:

Applicants are required to submit:

1. A current curriculum vitae
2. Two letters of reference: one personal reference and one (most recent) professional
3. An additional reference of the applicant's choice

Please indicate that permission has been attained to contact references and that contact information is provided.

APPLICATION DEADLINE

Complete application packages must be received at CPCO office no later than 4 p.m. on Tuesday, January 30th. All information received by CPCO will be treated confidentially. CPCO thanks all applicants however only those selected for an interview will be contacted.

Interviews will be conducted for selected candidates Tuesday, February 6th at the CPCO office.

SUBMISSION OF APPLICATIONS

Please forward completed application packages to:

Joseph Geiser
Executive Director
Catholic Principals' Council Ontario
Box 2325, Suite 3030
2300 Yonge Street
Toronto, Ontario
M4P 1E4

Please direct inquiries to Joseph Geiser at 416-483-1556 or 1-888-621-9190 x 34 or e-mail jgeiser@cpco.on.ca.

We would like to thank all applicants but advise that only those under consideration will be contacted.

If you require a disability-related accommodation in order to participate in the recruitment process, please contact Joseph Geiser to provide your contact information. A CPCO staff member will contact you within two business days.

Catholic Principals' Council Ontario (CPCO) is a voluntary, professional association for principals and vice-principals in Ontario's 29 publicly-funded Catholic school boards. CPCO represents the needs and perspectives of local principals/vice-principals in Catholic school boards and is their exclusive representative to the provincial government.