



Application for the Position of Marketing and Communications Manager

Catholic Principals' Council of Ontario invites applications for the position of Marketing and Communications Manager. Full time duties will begin August 23, 2021 and are based out of the CPCO office (Toronto).

Salary Range: \$93,000-\$98,000

Marketing and Communications Manager

Under the supervision of the Executive Director, this position is responsible for overseeing and coordinating all marketing and communication efforts, including but not limited to, design projects, social media, marketing content, and marketing collateral as well as media communications and press releases. In addition, this individual is responsible for seeking and securing new partnerships for CPCO.

Major Duties and Responsibilities Include but not limited to

- Responsible for the supervision of departmental work-flow and updates department's schedule of all projects and deliverables. Reviews workload with staff and ensures all projects are delivered on time, daily.
- Supervises and leads weekly departmental meetings with Senior Designer and Communications and Technology Officer.
- Responsible for the supervision of all marketing and communications deliverables for CPCO Political Advocacy Committee.
- Oversees all updates to CPCO branding collateral on the CPCO intranet, Google Drive and relevant organization drives/servers, semi-annually.
- Responsible for overseeing all signage, marketing and communications presentations, social media coverage, special slideshows, online surveys, and departmental attendance at the CPCO Assembly of Member Representative meetings, semi-annually.
- Oversees the production of marketing, branding, and communications collateral for major CPCO events, annually.
- Responsible for annual performance reviews for the Senior Designer and Communications and Technology Officer.

Function Specific Duties Include but not limited to

- Ensures all daily activities reflect the Operational Plan of the department and the Strategic Plan of the organization.
- Reviews current news in the Catholic education sector, overall education sector, and Ontario/Canada as a whole. Responsible for making all relevant recommendations to Professional Staff where applicable regarding any news that would affect CPCO or CPCO Associates.
- Responds to and supports any communications or marketing-related requests from the Executive Director, President and other Professional Staff.
- Responsible for deciding which new requests from Professional Staff require a marketing/communications strategy. Creates a planning schedule for each strategy and assigns tasks to Marketing and Communications' staff accordingly.

- Responds to daily calls from CPCO Associates, Partners, Ontario Government representatives, media and/or the general public as they pertain to Marketing & Communications.
- Meets with the President and the Executive Director (and the hired public affairs/relations agency) to review all media releases, key messages and CPCO statements before they are released.
- Meets with the President and the Executive Director to prepare the President for all media interviews, do trial run-throughs and finalize key messages prior to the interview.
- Seeks, negotiates, and secures partnerships for CPCO with other Catholic and education organizations, not-for-profits and corporate companies. Responsible for planning, assigning tasks, and overseeing the production of all deliverables for each partnership. Reviews all submitted content to ensure it meets CPCO branding requirements and overall voice.
- Reviews advertising of the organization in partner and sector publications, such as The Catholic Register, and oversees the production, design and content in each advertisement, semi-annually.
- Creates the entire Operational Plan for the Marketing and Communications department as aligned to the Strategic Plan that would meet the guidelines and goals of CPCO's overall strategy, meet the needs of CPCO Associates and speak to overall Catholic and organizational values and priorities of CPCO, annually.
- Creates reports for the Executive Council outlining the department's Operational Plan aligned to the Strategic Plan, completed/ongoing/upcoming projects, new strategies, successes, areas that require further efforts, important issues, requests raised by CPCO Associates, new partnership updates, sponsorship deals, etc., as required.

General and Administrative Duties

- Attends bi-weekly meetings with the heads of other departments to ensure smooth and successful workflow of all collaborative projects.
- Prepares confidential correspondence and documents, as required.
- Assists with special projects and requests from the Executive Director.
- Maintains complete knowledge of and complies with departmental policies, procedures and standards.

Education

- Post-Secondary Bachelor's Degree in Journalism, Communications, Marketing or Public Relations or equivalent experience
- Information Technology training, considered an asset.

Knowledge

- A minimum of seven (7) years' experience in a similar role.
- Advanced knowledge of Microsoft Office (Word, Excel, PowerPoint, Outlook, and Access).
- Advanced knowledge of programs such as Photoshop, Mailchimp, Adobe Professional, online tele-conferencing software, web and electronic presentations.
- Advanced knowledge of Social Media production and Social Media Emergency Management.
- Experience with Social Media, Digital Marketing, and Photography is an asset.

Skills and Abilities

- Excellent leadership and management skills.
- Excellent interpersonal and communication (written & verbal) skills.
- Excellent administrative and organizational skills with the ability to multi-task.
- Ability to maintain confidentiality of pertinent data.
- Ability to work independently as well as part of a team.
- Ability to work efficiently and effectively under pressure with simultaneous deadlines.
- Demonstrated initiative to assist in other areas when requested or required.
- Must have the ability to carry out duties in a manner consistent with CPCO's values.

Application Process:

Applicants are required to submit:

1. A current curriculum vitae
2. Two professional letters of reference

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

APPLICATION DEADLINE

Please reply in confidence by 4 p.m. on July 22, 2021.

In-person interviews will be conducted for selected candidates on July 28, 2021 at the CPCO office.

All information received by CPCO will be treated confidentially. CPCO thanks all applicants however only those scheduled for an interview will be contacted.

SUBMISSION OF APPLICATIONS

Please forward completed application packages via email or direct any inquiries to:

Gaby Aloï
Manager of Corporate Operations
Catholic Principals' Council of Ontario
galoï@cpcó.on.ca

CPCO embraces diversity and is committed to creating an inclusive workplace that values diversity in the workplace. We are therefore happy to accommodate any individual needs in keeping with the Ontario Human Rights Code and the Accessibility for Ontarians with Disability Act. If you require accommodation in order to participate in the hiring process, please make your needs known in advance.

Catholic Principals' Council of Ontario (CPCO) is a voluntary, not-for-profit 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.