



**Application for the Position of Acting Marketing and Communications Manager  
Maternity Leave Contract – 5 months (or ending earlier)**

Catholic Principals' Council | Ontario invites applications for the position of *Acting Marketing and Communications Manager*. Full time duties will begin March 11, 2019. This is a maternity leave contract based out of the CPCO office (Toronto) with commensurate salary.

Salary: \$80,000 (annual)

**ACTING 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.

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

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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.
- Writes/edits in a variety of styles and draft materials (i.e. on-line and traditional) on a wide range of topics.
- 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.
- 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.
- Deduce which new requests from Professional Learning require creating a communication and/or marketing strategy, and create a planning schedule for such strategy, assigning tasks to Marketing & Communications' staff accordingly.

- Proofread and edit various marketing and communications materials to ensure full compliance with CPCO branding guidelines, language and terminology (e.g. newsletters, e-blasts, etc.).
- Review and make any necessary revisions to the CPCO Media Kit, which includes reviewing overall revenue and advertising rates, deadline schedules, CPCO advertising packages offered, as well as any relevant forms and contact information.
- 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:

- Demonstrate the use of social media tools.
- Understand budget processes and accounting. Deliver methods and programs aimed at positive image creation.
- 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 professional letters of reference

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

## **APPLICATION DEADLINE**

Please reply in confidence by 4 p.m. on February 19<sup>th</sup>  
Interviews will be conducted for selected candidates on February 26<sup>th</sup> 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 to:

Gaby Aloï  
Manager – Corporate Operations  
Catholic Principals' Council Ontario  
Box 2325, Suite 3030  
2300 Yonge Street  
Toronto, Ontario  
M4P 1E4  
[galoï@cpcō.on.ca](mailto:galoï@cpcō.on.ca)

Please direct inquiries to Gaby Aloï at 416-483-1556 or 1-888-621-9190 ext. 26 or e-mail [galoï@cpcō.on.ca](mailto:galoï@cpcō.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 Gaby Aloï 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.