



Canadian  
Down Syndrome  
Society

Société  
canadienne de la  
trisomie 21

## Marketing/Communications Manager

### ***Position summary:***

The Canadian Down Syndrome Society (CDSS) is a vital resource linking individuals, parents and professionals through advocacy, education, and providing information. CDSS is proud to be the voice of Canadians with Down syndrome and their families. CDSS wants all Canadians to 'See the Ability'. Visit [www.cdss.ca](http://www.cdss.ca) for more information.

As the Manager of Marketing/Communications you will be responsible for all aspects of communicating with communities across Canada and leading new and innovative initiatives and activities of the organization. He/she is directly responsible for: the development and implementation of a robust marketing plan and working closely with the CDSS team.

### **What You'll Do:**

The major duties of the position include but are not limited to:

- Managing all marketing initiatives for CDSS and activities within the marketing department
- Developing the marketing strategy for CDSS based on strategic objectives established by the Executive Director and Board of Directors
- Coordinating marketing campaigns
- Overseeing marketing budget
- Creation and distribution of all marketing material in line with marketing plans
- Planning and implementing promotional campaigns
- Manage lead generation and donor retention campaigns
- Overall responsibility for brand management and corporate identity
- Preparing online and traditional marketing campaigns
- Monitor and report on effectiveness of traditional and digital marketing performance
- Creating a wide range of different marketing materials
- Working closely with marketing agencies and assisting with new campaign initiatives
- Maintain effective internal communications to ensure that all relevant organizational functions are kept informed of marketing objectives
- Leading development of website, social media engagement, media plan, email marketing and e-newsletter services including appropriate tracking and analytics

## What You'll Bring:

- Bachelor degree in Marketing
- 4-9 years of related industry experience
- Strong analytical and project management skills
- Strong creative outlook
- Knowledge of nonprofit sector is a bonus
- Design skills are a desired but not required for this role
- Demonstrates strong strategic thinking, planning, organizational and analytical skills
- Exceptional ability to handle multiple projects simultaneously
- Exceptional networking skills

This is a salaried position with benefits. Thank you for your interest in CDSS. We will be contacting only those candidates who are successful in obtaining an interview.

## To Apply:

To pursue this opportunity submit your resume with covering letter by email to:

Kirk Crowther  
National Executive Director  
Canadian Down Syndrome Society  
kirk@cdss.ca