

Position	Bilingual Director of Marketing & Communications
Organization	Egale Canada
Department	Marketing & Communications
Reports to	Executive Director
Term	Permanent/Full Time
Location	Remote Canada or Hybrid Toronto
Application deadline	Open until filled
Apply to	jobs@egale.ca , cover letter required (see details)

Who we Are

Egale is Canada's leading organization for 2SLGBTQI people and issues. We improve and save lives through research, education, awareness, and by advocating for human rights and equality in Canada and around the world. Our work helps create societies and systems that reflect the universal truth that all persons are equal and none is other.

Egale's vision is a Canada, and ultimately a world, without homophobia, biphobia, transphobia, and all other forms of oppression, so that every person can achieve their full potential, free from hatred and bias.

Egale is committed to equity diversity inclusion and decolonization (EDID) and encourages applicants committed to assisting us in expanding and growing in this regard. In addition, we encourage applications from women, Black ethno-cultural groups across the African Diaspora racialized as Black, racialized minorities, First Nations, Métis and Inuit peoples, Indigenous peoples of North America, persons with disabilities, 2SLGBTQI persons and other historically marginalized groups.

The Opportunity

The Bilingual Director of Marketing and Communications is responsible for the development and execution of all marketing and communications strategies and campaigns for Egale Canada. Reporting to the Executive Director and working closely with the Leadership Team, the Director, Marketing and Communications develops,

executes, and evaluates the annual marketing and communications plans for Egale programs. These include Inclusive Workplaces and Inclusive Schools and other educational programs, research and resource promotion, awareness campaigns, legal advocacy, fundraising and development campaigns, community, and industry initiatives. The Director of Marketing and Communications supports communications with the Egale's key stakeholders to ensure integration of partnership marketing and brand alignment across all platforms.

Core Duties & Responsibilities

Marketing & Advertising:

- Develop an annual marketing plan for the organization that incorporates strategies for Egale Canada, in consultation with the Executive Director, and Leadership team.
- Develop project-specific marketing and awareness campaign strategies to be executed by the Marketing & Communications team, including clear targets for impact reporting.
- Research and develop advertising and promotional strategies in line with organizational and departmental and project budgets, working closely with Development, Learning and Projects Depts., sponsors, in-kind and media partners and or cause-marketing partners to increase scope and reach
- Identify new potential marketing/cause-marketing partners and opportunities to generate in kind donations and sponsorships.
- Deliver clear directives to the Social Media Officer, Knowledge Translation Sr. Officer, Web Developer/designer, and internal/external designers among others, to ensure consistency of strategy across all platforms and audiences.

Communications:

- Create and oversee the implementation of an overall strategy for media services and communications with the goal of creating a strong, coherent image of Egale Canada (including but not limited to Egale Canada websites, social media platforms, and e-newsletters.)
- Effectively manage resources and budgets for the communications and media services departments.
- Manage the public relations and media aspects of any potential or present crisis situation.
- Produce or oversee the production and maintenance of external media communications.
- Identify audiences and appropriate media formats for communications.
- Liaise with agency and community partners, in conjunction with the Executive Director and Leadership team, including developing, reviewing, and approving press releases and press outlets.
- Collaborate with the Director of Development in creating and distributing materials for annual fundraising campaigns.

- Establish and execute a communications/marketing plan for Egale's Fee-For-Service offerings, including development of materials and outreach to educators, workplaces, etc.

Brand Management:

- Coordinate the development of key organizational messaging and brand voice across in-person and digital platforms with the Executive Director and Leadership team.
- Develop and/or oversee the development of creative briefs in alignment with the strategic direction and in partnership with internal departments
- Manage all brand assets across the organization.
- Approve brand alignment and visibility at all organizational events/engagements to maximize stakeholder experience and long-term engagement with Egale.
- Maintain consistent use of brand guidelines for by all internal and external stakeholders and partners.

Partnership Management:

- Oversee the creation of community partnership pitch and proposal materials, working closely with the Executive Director and Director of Development.
- Oversee the fulfillment of marketing deliverables within all sponsor and partner agreements, including recognition at events, social media plans, and marketing assets.
- Participate in ongoing communications with corporate, industry and community partners and ensure proper communication of partnership deliverables with staff team.
- Work closely with the Executive Director and Leadership team on supporting the development of new prospects for corporate, industry and community partnerships.
- Manage and identify Egale-owned advertising space.
- Support the coordination of community partnerships, including building community relations by attending events as needed.

General Management:

- Develop, monitor, and report on the annual marketing budget.
- Represent and activate communications strategies at Egale.
- Analyse and report on return on investment (ROI) for all communications/marketing investments and activities.
- Oversee the development of the annual report.
- Supervise all marketing, communications and partnerships staff, contractors, and interns.
- Hire and manage communications and marketing staff.
- Perform other duties as necessary.

MINIMUM REQUIREMENTS:

- 5+ years' experience in a leadership role in marketing and/or advertising, ideally in a similar role.
- Bilingual in English and French language required.
- Experience in a non-profit organization and/or experience working in the 2SLGBTQI communities.
- Experience developing marketing plans, executing integrated marketing campaigns, and knowledge of current marketing methods.
- Excellent written and verbal communication skills.
- Experience working with sponsors, funders, donors, and other non-profits.
- Solid understanding of new trends in digital and social media marketing.
- Genuine interest in and knowledge in human rights, policy, and advocacy.
- Experience in brand development and management.
- Knowledge of media/public relations practices.
- Strong planning and execution skills with an attention to detail and time management.
- Dynamic, creative thinker with the ability to work independently and effectively lead a team.

Salary Range: Commensurate with experience

This position offers a competitive salary, a comprehensive benefits package, a diverse and inclusive work environment, professional development opportunities, paid personal days, 3 weeks vacation, remote work option, flexible schedule, and the potential for further advancement within the organization.

How to Apply

Egale is doing amazing things and we want you to be part of our team and continued success! If you have a good understanding of 2SLGBTQI communities and priorities, and want to help direct change, please submit an electronic copy of your resume/CV and a cover letter with subject line "Application for Director of Marketing & Communications" to jobs@egale.ca

Egale's Statement on Employment Equity and Diversity

Egale Canada is committed to ensuring that members of traditionally marginalized groups, from a broad range of communities, feel empowered to apply for positions within the organization. We encourage qualified applicants to consider work and volunteer opportunities with Egale as we recognize that a diverse work force and volunteer base are critical to accomplishing our mission. The organization is dedicated to taking proactive steps to overcome historical patterns of discrimination in our society which have created barriers of race, colour, religion, sex, national origin, age, disability,



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language, class, sexual orientation, and gender identity or expression for some individuals and have resulted in the denial of their full participation in society.

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