



United Way of Calgary and Area Director, Marketing

POSITION DESCRIPTION

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Business Address

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Contact

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THE ORGANIZATION

United Way of Calgary and Area

Our client, United Way of Calgary and Area (“United Way”), brings people together to solve complex social issues and improve local lives. They partner with local experts and community ambassadors, strategically invest to create lasting social change, and collaborate to ensure no one is left behind. United Way invests in programs and collaborations with common outcomes, brings people together to coordinate systems change, and designs solutions that address root causes to create lasting social change. They exist to improve local lives.

Strong partnerships are key to creating change in our community because in a city of nearly 1.4 million people, it is impossible for one individual or organization to respond to all the social needs. United Way operates within a strong network of social services to build a connected system of community supports so everyone has access to programs and services when they need them.

United Way also works with government at all levels to create, improve, and redefine what a strong network of support looks like for our community. Part of which can be advocating for policies that address underlying causes of social issues.

We don’t need to look far to see signs of the hardship being experienced by many in our community. From housing to groceries, keeping the heat on and the water running; from the social isolation of the pandemic to the social isolation of poverty; and from the mental health challenges of intergenerational trauma to the stress and anxiety brought on by constant change, the needs and the problems are all around us. But thankfully, so are the solutions.

United Way’s work is based on four connected and interdependent Areas of Focus that contribute to a well-rounded, healthy life: Socioeconomic Well-Being, Mental Health, Social Inclusion, and Healthy Relationships. When they ensure that the community-based programs and initiatives they work on with their partner agencies to fund and develop are based on supporting these four pillars of happy, productive lives, they know that they are providing long-term solutions that improve life outcomes for many, now and in the future.



THE ROLE

Director, Marketing

The Director, Marketing will help to drive social change, inspire Calgarians to make a difference, take the organization's marketing capabilities to new heights, and support the elevation of their social impact brand. Reporting to the Vice President, Marketing & Communications, this role will be responsible for developing and executing United Way's marketing strategies, encompassing both donor acquisition and retention with a goal of increasing reach, relevance, and revenue. They will help build and drive the efficiency and effectiveness of the customer funnel and donor journey.

The Director, Marketing will own the online and offline performance marketing channels that help to drive continued growth for the organization, working to identify and execute on opportunities that drive donor engagement and revenue. This role will incorporate customer journey thinking into our marketing mix and ensure that we reach our customers at the right time, in the right place, and with the right message.

Role Responsibilities

- **Strategic Leadership:** In consultation with the Vice President, develop marketing strategies and inform our customer-facing experience across acquisition and retention. Support the development of marketing dashboards for measuring and sharing results on all critical KPIs related to growth. Plan, execute, and lead paid campaigns across online and offline channels, including paid social, SEM, display, radio, TV, podcast, etc.
- **Functional Oversight:** Provide strong, effective, and highly visible leadership to the Marketing team in each of the marketing channels. Ensure operational excellence by developing, implementing, and monitoring operational processes and procedures. Use data to inform data driven decisions and build efficiencies into the marketing process.
- **Process Leadership:** Lead and develop growth, digital, and brand engagement processes and best practices that increase efficiencies and create impact.
- **Cross-Functional Leadership:** Work in partnership with the Director of Communications to build an impactful and efficient MarCom team. Work closely with the Resource Development business unit to ensure marketing strategies are aligned and integrated with revenue goals. Convene and lead teams to address issues and obstacles with a solution-focused approach.
- **People Leadership:** Provide strategic direction, set annual plans and goals for the Marketing team to ensure the successful delivery of business priorities. Build and grow a high performing team and culture through mentoring, coaching, and capability building.
- **Fiscal Responsibility:** In consultation with the Vice President, manage assigned marketing departmental budgets. Plan for future resources and advocate appropriately for budget to support the business case. Hold themselves and team members responsible for appropriate use of operational and donor funds, following United Way's charter.



THE CANDIDATE

Core Competencies

The following qualifications are desired for the successful candidate applying to this role:

- A bachelor's degree in business, marketing, or a related field.
- 15 or more years progressive experience in full-stack marketing, including developing marketing strategies, content marketing, email marketing, advertising, and brand management.
- Director-level experience, including 7 years' experience in leading, coaching, and mentoring teams.
- Proven track record of developing and implementing omni-channel, personalized acquisition, and retention programs that increase conversion and adoption.
- Experience and knowledge of the social services and/or not-for-profit sector.
- Thorough knowledge of the creative development process, including briefing, ideation, evaluation of concepts, and production techniques.
- Experience in lifecycle marketing, customer success, loyalty marketing, email marketing, and CRM.
- Advanced knowledge of digital marketing, web, analytics, and paid media platforms.
- Deep expertise of ad, web, email, and other reporting and analytics platforms, such as Google AdWords, Facebook, Google Analytics, Optimizely, etc.).
- Experience working across the full DTC, B2B, and B2C marketing funnels (customer acquisition, conversion, and engagement) and across marketing mix (including offline and online channels).
- Experience developing brand and marketing creative that promotes a positive brand experience and is consistent across all published channels, including online social media, email, mobile, video, print, in person (presentations, special events, etc.).
- Credentials in project management and Canadian Marketing Association would be ideal.

Personal Characteristics

Equally important to the technical skills and experience are the personal characteristics, attitude, and leadership ethos that the successful candidate will bring to the role:

- A visionary strategist, adept at synthesizing both quantitative data and qualitative insights to craft robust marketing strategies. Coupled with a proactive and results-oriented approach, they possess a keen ability to translate plans into action.
- An inspirational leader, committed to nurturing, motivating, and empowering teams to reach maximum performance. A passion for cultivating environments where every team member can flourish and contribute their best selves.
- A track record of building and leading top-tier marketing teams, by understanding the importance of mentorship, fostering a culture of continuous learning, and prioritizing both individual and collective success.
- An ability to thrive in dynamic environments, adept at harnessing diverse data sources to formulate and execute agile test-and-learn strategies in a complex organization.

Personal Characteristics cont.

- An adept communicator and collaborator that excels at engaging stakeholders across all levels and functions, fostering a spirit of collaboration and alignment toward common objectives.
- Advanced project management skills and a knack for organization, ensuring that initiatives are executed efficiently and effectively, maximizing impact.
- Brand presence and broad community network considered an asset.
- Resourcefulness is their trademark, adept at leveraging the brand's strengths in innovative ways to achieve strategic objectives, even in challenging circumstances.





Ranju Shergill, ICD.D – Managing Partner

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As Managing Partner of Humanis, Calgary, Ranju leads the management and operations of the office and executive searches with an expertise in C-Suite and for-profit Board searches. She leads the firm's Diversity & Inclusion initiatives and is a member of the Americas Council for the Association of Executive Search Consultants, a global association leading the search industry in best practices and innovation. Ranju's Board involvement includes her current role as Vice-Chair for the Calgary Convention Centre Authority, and past Chair of the Calgary Immigrant Women's Association Board. She was honored to be awarded the Queen Elizabeth II Platinum Jubilee Medal (Alberta) in 2022 and acquired her ICD.D designation in 2023 from the University of Toronto Rotman School of Business.

Ranju joined the firm in 2009 with a 16-year career in environmental sciences. Previously, she was the Senior Vice President, Corporate Services for an organization with remediation and reclamation services and teams across Western Canada. Ranju acquired her Bachelor of Science and Graduate degree in Environmental Toxicology from Simon Fraser University and enjoys international travel as well as spending time outdoors.



Jamie Phillips – Research Associate

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Jamie is a Research Associate at Humanis Talent Acquisition & Advisory. Her expertise is in mapping markets, developing, and implementing candidate research and outreach strategies, building talent pools, and fostering relationships. She takes a special interest in curating positive candidate experiences and inclusive and accessible hiring practices.

With a BA in Psychology from the University of British Columbia, she brings to the firm nearly a decade of experience in global executive search in the international non-profit and humanitarian sector, including UN agencies, development banking, and environmental and sustainability organizations. For three years, she ran her own business coaching and guiding senior-level candidates through their job searches.

When she's not at work, Jamie enjoys third-wave coffee, writing, gardening, and horror movies. In a previous life, she traveled to over 35 countries and lived and worked/volunteered in Australia, New Zealand, India, Thailand, Kyrgyzstan, and the United Kingdom.