



Title: Manager, Marketing and Communications

Job Status: Full Time, Permanent

Hours of Work: 40 Hours/Week

Job Region: All Blue Door Locations

Salary: \$70,000 - \$75,000

Job Summary

Reporting to the Director, Resource Development, the Manager, Marketing and Communications is a key role within Blue Door, contributing to the organization's ongoing growth, advocacy, and leadership. Aligning with Blue Door's strategic plan, the Manager will be responsible for developing a yearly marketing plan and executing the plan using Blue Door's social media, website, e-newsletter, annual report, media outreach, fundraising campaigns, and On The Way Home podcast. The Manager must be highly organized, fast-paced, creative, possess strong verbal and written communication skills, and be skilled in relationship management.

Responsibilities

Strategy

- Develop and execute annual marketing and communication plans aligning with Blue Door's mission, vision, strategic plan and core programs.
- Establish KPIs, monitor trends, and use data to drive marketing plans.
- Manage the Marketing and Communications budget and resources.
- Stay up to date on issues related to housing and homelessness, as well as design and marketing trends.

Brand Management

- Uphold brand guidelines across the Agency including all marketing and promotional materials (e.g. infographic flyers and posters, all signage, program brochures, etc.)
- Manage and update Blue Door's Brand Guide and Brand/Communication Assets as needed and according to industry trends and standards.
- Lead the updating or creation of branded templates as needed (e.g. PowerPoint presentations, letterhead, etc.)

Social Media and Website

- Support the Social Media Coordinator with the creation of social media graphics and copy, engagement on social media, creation of ads and boosted posts, and increasing metrics for Blue Door's brands including Blue Door, Construct, and On The Way Home.
- Oversee the writing, publishing, and optimizing of content on Blue Door, Construct, On The Way Home, and the Housing For All Land Trust websites.

Content Creation & Marketing

- Lead the planning, creation, and distribution of Blue Door's print and digital marketing materials such as Blue Door's annual report, strategic plan graphic, etc.
- Organize and manage Blue Door's content calendar for social media, e-newsletters, and websites.
- Support the Marketing & Communications Coordinator with writing, sourcing, and designing Blue Door's e-newsletters.
- Support fundraising campaigns and events through the creation of communication plans, event marketing materials, and execution of marketing strategies, with the support of the Resource Development Coordinator.
- Capture videos and photos of Blue Door's programs and participants.
- Manage and provide direction to consultants and creative vendors responsible for video production, photography, and graphic design as needed.

Media Relations

- Support the Marketing & Communications Coordinator in writing and sending media articles, releases, and event invites.
- Respond to media inquiries, establishing new and ongoing relationships with media.
- Support with maintaining and updating media contact lists.
- Help build positive relations with the community, funders, and external parties.

Podcast

- Support the Marketing & Communications Coordinator in identify podcast guests and coordinating guest bookings with the podcast producer and Blue Door's CEO.
- Assist with writing podcast episode descriptions and titles, and post episodes on the podcast's social media accounts and website.
- Develop promotional materials for the podcast.

Uphold Agency Policies

- Able and willing to promote harm reduction practices.

Respect and Professionalism

- Maintain professionalism in the workplace.
- Work cooperatively alongside and support all Blue Door team members and departments.
- Adherence to the mission, vision, policies, and procedures of the agency.
- Promote harm reduction practices in accordance with core standards.
- Attend internal staff meetings and staff training as required.
- Maintain the confidentiality of all client and agency information.
- Utilize effective conflict resolution skills in accordance with (Crisis Prevention Intervention (CPI) training.
- Foster positive and appropriate relationships with clients, colleagues, community partners, and volunteers.
- Provide referrals and follow-up as necessary.

- Meets with manager on a regular basis and participates in the completion of annual performance evaluation.

Occupational Health & Safety

- All employees are responsible for carrying out work in a way that does not adversely affect their own health and safety and that of others.
- All employees shall learn and understand health and safety policies and procedures and will comply with them.
- All employees must be able and willing to work within all programs and with flexible schedules.

Qualifications

- 3-5 years of experience in marketing and communications, including media, brand management, advocacy, and campaign management.
- Post-secondary education in marketing, public relations, journalism, or a related field is an asset.
- Experience developing and implementing successful marketing campaigns.
- Proficient in social media use (Facebook, Instagram, Twitter, and LinkedIn).
- Experience with various marketing platforms and tools including Sprout Social, Meta Business Suite, Constant Contact, Google Analytics, Canva, and WordPress is an asset.
- Strong design, writing, and editing skills.
- Experience with not-for-profit marketing and fundraising is an asset.
- Advanced knowledge of Microsoft Office skills including PowerPoint, Word, Outlook, and Excel.
- Able to work independently but also as part of a team.
- Proven superior customer service skills.
- Excellent time management and organizational skills.
- Sound judgment, tact, and ability to maintain confidentiality.
- Valid Vulnerable Sector Screening Report from York Regional Police and driver's license.

Blue Door is committed to the development of a staff and leadership team that reflects the incredible diversity of the communities we serve. We promote the principles of intersectional anti-racism and anti-oppression and adhere to the tenets of the Ontario Human Rights Code. We both welcome and encourage applications from members of groups with historical and/or current barriers to access and equity, including Indigenous peoples, Black people, racialized people, members of 2SLGBTQIA+ communities, people with disabilities, and people with lived experience of homelessness. Blue Door is a unionized work environment.

In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act, 2005, and Blue Doors AODA Policy, accommodation will be provided in all parts of the hiring process. Applicants need to make their needs known in advance.

All applications will be reviewed as received, and interviews will begin for qualified candidates as soon as possible. The position may be filled before this job posting ends. Only candidates selected for an interview will be contacted. Please submit a cover letter and resume to hr@bluedoor.ca