



Pride Winnipeg Festival

Job Title:	Vice President, Marketing	Job Class:	Officer
Division:	Marketing	Department:	N/A
Reports To:	President	Term:	3 Years

Job Description

Position Summary & Job Purpose:

The Vice-President, Marketing is responsible for the Organization's Integrated Communication and Marketing (IMC) Plan with the aim of increasing the Organization's reach and exposure with its programming and products, and reaching and growing the Organization's internally generated revenue.

Duties & Responsibilities:

Division / Department Duties:

- Develops and maintains the Organization's Integrated Communication and Marketing Plan.
- With the assistance of the Advertising and Promotions Director, guides the Organization's roll out of advertising and promotional campaigns.
- Conducts ongoing market analysis through surveys, focus groups, and other market research initiatives.
- Provides advice and guidance on community demand for programming and products.
- In collaboration with the Sales Operations Director, guides the Organization's sales strategy and revenue generation activities.
- Reviews and tracks various marketing metrics to ensure marketing activities are meeting goals and targets.
- Ensures branding is consistent throughout all marketing activities and external communications.
- Supervises the Marketing Division of the Organization, providing on-going feedback and training.

Organizational Development & Process Improvement:

- Actively participates in committees and special projects as assigned by the President, or Board of Directors.
- Maintains current knowledge on marketing best practices.
- Attends marketing focused seminars and workshops, when available.

Financial Management:

- Ensures that all resources (time and supplies) are used in the most efficient ways possible, to support department objectives.
- Responsible for the management of the Marketing Division budgets, as approved by the Board of Directors.
- Approves expenses incurred by the division, through the use of financial requests to the Vice-President, Finance.



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Qualifications:

Education:

- Bachelor's degree in Marketing, Communications, or related field is preferred, but not required.

Professional:

- A minimum of five years professional experience in the field of marketing and/or communications.
- Ability to plan and manage at both strategic and operational levels.
- Exceptional track record of developing and implementing marketing strategies.
- Ability to work collaboratively with colleagues to create a results driven and team oriented environment.
- Experience with market research considered an asset.
- Experience with product and/or event development considered an asset.

Personal:

- Excellent written and verbal communications skills.
- Ability to establish and maintain working relationships within a diverse team.
- Self-motivated, innovative and adaptable.

Last Updated On:

2019-07-31

Updated By:

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