



POSITION DESCRIPTION

Position: **Manager Marketing (13 month contract)**

Accountability: **Vice President, Market Development**

Salary range: **\$50,000 - \$65,000**

Position Summary

The Manager is responsible for executing the marketing activities for CPMA. This includes both corporate and consumer-based marketing strategies for the Association.

Position Responsibilities

- Execute the CPMA corporate marketing plan including CPMA brand management and consumer education and outreach programs
- Weekly design of HYP under \$20 website update
- Execute CPMA children's program including dissemination of school materials and responding to inquiries
- Manage creation and production of annual membership directory
- Coordinate marketing activities with external partners
- Oversee creation and production of CPMA corporate marketing materials
- Provide graphic design support and coordinate the production of marketing promotional materials
- Assist in the coordination and drafting of website content as directed
- Support the preparation and coordination of corporate and consumer-based advertising
- Track media placements in online and trade publications
- Assist in dissemination of association materials
- Coordinate print collateral production projects
- Maintain subscription and publication renewals and budgets
- Assist in managing and updating databases and lists for marketing purposes
- Maintain consumer campaign logo agreements and usage oversight
- Assist Manager, Communications with corporate social media content and placement
- Manage social media placement for consumer programs
- Monitor and analyze analytics for websites and social media accounts
- Participate at various conventions, meetings, and events if required
- Perform other administrative duties as required
- Travel as required

Qualifications:

- College diploma or 2 years relevant experience
- Preference will be given to bilingual candidates (English/French)
- Requires strong communication skills, both written and verbal
- Requires strong working knowledge of MS Office suite
- Excellent organization skills and attention to detail
- Excellent customer service skills
- Experience with InDesign and Canva software
- Strong working knowledge of print/collateral/production project management
- Knowledge of social media tools
- Ability to work independently

If you are interested in applying for the above position, please send your resume to: careers@cpma.ca