



## POSITION AVAILABLE

<b>Title of Position</b>	Marketing Manager
<b>Term</b>	Full-time
<b>Location</b>	Mississauga, ON (Hurontario & Burnhamthorpe Rd. W - at Square One)
<b>Start date</b>	November 2019

### Marketing Manager

First Book Canada is looking for an energetic and inspired individual to promote our mission. We are a national charitable organization and a social enterprise - transforming lives by improving access to educational opportunities. First Book Canada removes barriers to education - we provide the largest network of educators serving children in need with the resources these kids need to thrive.

#### The Marketing Manager will be responsible for:

- the development of a strategic and integrated marketing plan to encourage support for our mission, through impact storytelling.
- targeted communication aimed at engaging
  - our national network of over 11,000 educator and program leaders;
  - our funding partners and volunteers;
  - our publishing partners; and,
  - individual donors.
- developing and managing all social and digital content development (including [firstbook.org](http://firstbook.org)) and media channels in collaboration with our PR partner-organization, as well as, our colleagues in the Washington D.C. office.

Experience with InDesign, ECommerce Magento, Salesforce and Google Analytics would be of benefit. Supervision and mentoring will ensure that they are supported effectively in a learning environment. An open-door policy provides access to support as needed.

The Marketing Manager will work closely with all First Book Canada staff and report directly to the Deputy Executive Director and Executive Director. Full benefits accompany a salary commensurate with experience.

To apply, please forward a cover letter and CV to Heather Farquharson, Deputy Executive Director at [hfarquharson@firstbook.org](mailto:hfarquharson@firstbook.org).

### First Book Canada

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