

The Institute of Corporate Directors (ICD) is presently seeking candidates for the following position:

Job Title: Marketing Lead

Company Name: Institute of Corporate Directors (ICD)

Location: Downtown Toronto (Hybrid)

Employment Type: Full-time

Salary Range: \$65,000 to \$75,000

Posting Date: May 12, 2026

Application Deadline: May 29, 2026

ABOUT US:

Established in 1981, the Institute of Corporate Directors (ICD) is a not-for-profit, member-based organization representing Canadian directors and boards across the for-profit, not-for-profit, Crown sectors, and Credit Union sectors.

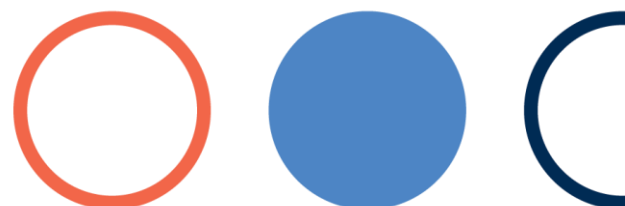
As Canada's largest director community, the ICD creates forums for dialogue, hosts networking opportunities and provides access to world-class resources for more than 18,000 members across a network of 11 Chapters. Members who successfully complete the ICD-Rotman Director Education Program (DEP) and ICD-led examination process earn the highly recognized ICD.D designation.

ICD members provide board oversight across all sectors of the economy and institutions that impact the lives of virtually every Canadian. Learn more at icd.ca.

ROLE DESCRIPTION

The Marketing Lead owns the end-to-end delivery of integrated marketing campaigns for the ICD National Director Conference, national and sponsor-led events, and key membership initiatives. This role combines strategy, execution, and optimization, translating business priorities into high-performing campaigns that drive awareness, engagement, and conversion.

Working across CRM, web, and digital channels, the Marketing Lead applies a lifecycle approach to marketing, ensuring activity is aligned across acquisition, engagement, and retention. The role requires strong collaboration across Marketing, Events, Business Development, Sponsorship, and Membership, with accountability for pipeline development, campaign performance, and execution quality.



KEY ACCOUNTABILITIES

Campaign Strategy & Execution

- Develop and lead integrated campaign strategies aligned to business goals
- Identify opportunities to improve campaign effectiveness and scale impact across the portfolio
- Translate objectives into clear plans, briefs, timelines, and deliverables, managing campaigns as cross-functional projects from kickoff through launch
- Own campaign execution across channels, ensuring quality, consistency, and delivery
- Manage multiple campaigns concurrently, balancing priorities and timelines

Marketing Automation & Lifecycle Management

- Design and build lifecycle journeys across key stages, including acquisition, nurturing, and retention
- Define segmentation logic, personalization approach, and automation workflows
- Apply lead scoring and journey optimization to improve conversion and engagement
- Work hands-on in platforms such as Microsoft Customer Insights, HubSpot, or equivalent

Content & Creative Direction

- Develop clear, compelling campaign messaging and creative that drives engagement and conversion
- Provide direction on creative and content across email, web, and paid channels
- Ensure brand consistency across all touchpoints

Performance & Optimization

- Define campaign KPIs and measurement frameworks
- Monitor performance and apply insights to optimize campaigns in-flight and post-launch
- Use data to inform targeting, messaging, and channel strategy

Audience & Growth Alignment

- Contribute to audience segmentation and lifecycle strategies aligned to the director journey
- Align campaigns to demand generation and pipeline growth goals, supporting both near-term conversion and long-term engagement
- Contribute to and execute lead generation programs that attract, qualify, and nurture high-value audiences
- Identify opportunities to expand reach and improve audience quality

Cross-Functional Collaboration

- Partner with internal stakeholders to align campaigns with program priorities and sales activity, coordinating inputs, approvals, and delivery across teams
- Coordinate with external vendors and partners where required

QUALIFICATIONS

- 3–5 years of experience in marketing, ideally in B2B, professional services, or membership organizations
- Proven ability to manage campaigns from strategy through execution and optimization



- Strong experience with CRM and marketing automation platforms, including Microsoft Customer Insights, HubSpot or equivalent platforms
- Solid understanding of sales and marketing lifecycle stages and pipeline development
- Analytical mindset with the ability to interpret performance data and act on insights
- Strong writing and messaging skills with a clear understanding of audience and brand
- Highly organized, able to manage multiple priorities in a fast-paced environment
- Comfortable leveraging AI tools to improve efficiency and performance
- Strong project management skills, with experience using project management tools (e.g., Asana, Monday.com) to manage timelines, stakeholders, and deliverables.

Additional Information:

- **Vacancy Status:** This posting is for an existing vacancy.
- **Use of AI in Hiring:** ICD does not use AI in any part of screening and/or recruiting of candidates.

To apply, please send a resume and a cover letter outlining your relevant experiences to humanresources@icd.ca.

The ICD is committed to cultivating an inclusive, accessible environment, where each employee feels respected, valued and supported. All qualified individuals may apply online. If you require a disability-related accommodation to participate in our recruitment process, please note this in your application. We'll be happy to work with you to meet your needs.

Thank you for your interest, but only those selected for an interview will be contacted. Please note that ICD presently works on a hybrid model. As such, candidates will be asked to indicate their availability to work in the ICD downtown Toronto office.

