

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

**Term:** 12 Month Contract

**Location:** Toronto, ON

### **ABOUT THE INSTITUTE OF CORPORATE DIRECTORS (ICD)**

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 and not-for-profit sectors, credit unions and Crown Corporations.

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 17,300 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.

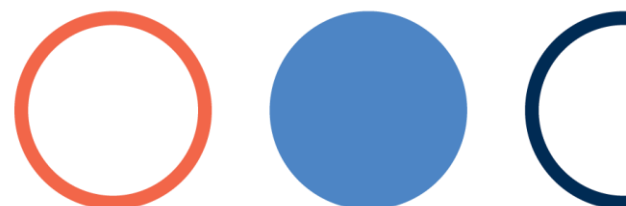
ICD members provide board oversight across all sectors of the economy and institutions that impact the lives of virtually every Canadian. Learn more at [icd.ca](http://icd.ca).

### **ROLE DESCRIPTION**

The Marketing Manager will oversee the day-to-day management of ICD's marketing activities. Reporting directly to the Vice President, Sales, Marketing & Membership, this position will ensure the effective execution of marketing strategies and maintain continuous alignment with the ICD's annual business objectives.

Key Responsibilities:

- Manage the implementation of marketing strategies and ensure all marketing activities align with the organization's business targets.
- Lead the marketing team of two direct reports, to manage deadlines, budgets, and campaign effectiveness.
- Responsible for the day-to-day management, including resource, budget allocation and workflow optimization.
- Oversee compelling copy to support activities in market.
- Collaborate with other departments to integrate marketing initiatives.
- Serve as a key liaison for agency partners, ensuring coordination and alignment on all marketing initiatives.



- Handle additional tasks as required, ensuring flexibility and adaptability in meeting the dynamic needs of the ICD.

Qualifications:

- Proven experience managing people,
- Strong project management skills, with an ability to manage multiple priorities simultaneously,
- Excellent written and verbal communication skills,
- Analytical skills to forecast and identify trends and challenges,
- Experience in brand management with a solid understanding of graphic design principles,
- Demonstrate an understanding of digital marketing space,
- Ability to think critically and innovatively,
- 5+ years in B2B and B2C marketing,
- Bachelor's degree in marketing and/or communications,
- Results-driven with a strong operational focus,
- Knowledge of the latest marketing tools and technologies, such as Monday.com, Google Analytics, Mailchimp and Bitly,
- Bilingual proficiency (English/French) would be an asset,
- Basic coding skills and an understanding in HTML, CSS would be an asset,
- Sitecore experience would be an asset.

**To apply, please send a resume and a cover letter outlining your relevant experiences to [humanresources@icd.ca](mailto: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 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.

