

## JOIN OUR TEAM & HELP TRANSFORM LIVES

Agence Ometz is a Jewish human services agency offering social, employment and immigration services to help people fulfill their potential in order to secure a vibrant, growing community where people care for themselves and each other. Our work is guided by our core values of self-sufficiency, inclusivity, human dignity, caring communities and excellence.

Meaning courage in Hebrew, Ometz is a reflection of the courage of those who seek our support in transforming their lives.

By joining Ometz, you will work with a team of professionals who are compassionate, engaged and inspiring at an organization that has been consistently ranked in Leading Edge surveys, by our own exemplary staff, as a highly supportive and meaningful place to work. Help make our vision a reality – **Apply today!**

## Marketing Manager

Full-time, hybrid

### JOB SUMMARY

The Marketing Manager is responsible for the strategic development, planning, management, and execution of Ometz's communications and marketing efforts across both digital and traditional platforms. This role engages a diverse range of stakeholders, including clients, donors, partners, internal teams, and the broader community. Reporting to the CEO, the Marketing Manager will lead an internal team to amplify Ometz story with a focus on donor engagement, while enhancing the organization's brand identity, visibility, and overall profile—which are key strategic priorities for the organization.

### RESPONSIBILITIES

- Implement priorities identified in Ometz's Strategic Marketing Communications Action Plan, in alignment with the organizational strategic plan and recent brand enhancements
- Successfully lead, shape, cultivate and supervise a diverse team of marketing specialists
- Manage and/or oversee all project-based marketing communications initiatives from brief to strategy to conceptual development to completion—ensuring project deliverables and outcomes are met
- Broaden awareness, increase engagement and optimize conversion for brand, program and fundraising development initiatives
- Drive ongoing brand planning including content strategy, annual calendar and integrated multi-channel roll-out
- As brand steward, ensure consistent brand implementation across the organization and among its partners
- Cultivate strategic collaboration interdepartmentally and with external resources to provide best-in-class solutions
- Develop and implement enhanced departmental procedures and processes to maximize efficiency and project quality
- Ensure ongoing analytics measurement and evidence-based optimization with an emphasis on digital platforms
- Advance large scale marketing initiatives as needed, e.g. website

### REQUIREMENTS

- University degree in related marketing/communications discipline
- Minimum 7 years of marketing expertise and management
- Strong leadership skills with a passion for strategic development and marketing implementation
- Proven track record and proficiency in both digital and traditional marketing
- Fully bilingual—written, verbal and presentation skills—in both English and French
- Excellent multi-tasking, organizational and communication skills
- Experience in not-for-profit sector, including fundraising development
- Demonstrated experience in media relations
- Proficient in MS Office, with knowledge of Constant Contact, WordPress, Facebook Manager, Canva, Google Analytics, SEO, CRM, Loomy, Hubspot, etc.
- Knowledge of Jewish community an asset

Please submit your CV and letter of interest to [HR@ometz.ca](mailto:HR@ometz.ca)

This position requires the selected applicant to undergo vulnerable sector police check.

We thank all candidates for submitting their résumés. Only those selected for interviews will be contacted.