**SALARY: $102,400.00-$153,600.00 per annum**

POSITION TYPE: Full-Time Permanent - 35 hours per week

SECURITY CLEARANCE: Police Record Check Required upon Offer

DESIRED EDUCATION: Post-Secondary

DESIRED EXPERIENCE: 5+ Years

**DIRECTOR OF MARKETING**

### **SUMMARY**

Reporting to Chief Operating Officer, the Director of Marketing will lead the marketing activities of SNGRDC, including any subsidiaries. The candidate will have oversight of the development and execution of comprehensive marketing strategies to achieve SNGRDC’s goals including developing annual marketing plans and promotional campaigns to elevate the brand profile and attract an expanded customer audience.

The candidate will collaborate with cross-functional teams, lead market analysis and research, manage marketing budgets, ensure consistent brand messaging and oversee the execution of marketing and promotional campaigns. The chosen candidate will work within the policies and procedures established by the Six Nations of the Grand River Development Corporation.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

* Lead and motivate the marketing team, fostering collaboration, productivity and professional growth.
* Formulating and implementing comprehensive marketing strategies aligned with business goals, including developing annual marketing plans and promotional campaigns.
* Overseeing the planning, implementation, and evaluation of data-driven marketing campaigns across various channels, including digital marketing, social media, and traditional media.
* Building and maintaining strong brand awareness and customer engagement that align with company goals, ensuring consistent messaging across all marketing efforts
* Develop, oversee and manage the marketing budget, ensuring resources are allocated to maximize ROI
* Collaborate with internal teams and external agencies to deliver compelling content and creative assets that align with the SNGRDC brand
* Track, analyze, and report on Key Performance Indicators (KPIs), leveraging insights to refine strategies to optimize return on marketing investment
* Identify opportunities to increase new, on-going and additional revenue streams.
* Keeping up-to-date with industry trends, technologies, and best practices in marketing.
* Partner with other departments of SNGRDC in the development of opportunities to showcase the Corporation’s operations and partnership opportunities.
* Seek potential partners for the design and implementation of programming and co-marketing aimed at increasing general patronage for the corporation’s venues.
* Provide regular reports and analysis on marketing performance to the Executive Leadership Team.
* Other duties as assigned by the Chief Operating Officer (or their designate).

## **ADDITIONAL SKILLS AND ABILITIES**

* A proven track record of designing and implementing marketing strategies.
* Experience in developing marketing metrics for data-driven decision-making.
* Strong negotiation skills to manage relationships and complete sales deals.
* Ability to effectively manage, motivate and lead a team.
* Effective time management and prioritization skills to efficiently manage multiple projects and deadlines.
* Strong project management skills to manage various marketing campaigns.
* Excellent written and verbal communication skills for collaborating, presenting reports/ideas/recommendations, and building relationships.
* Ensures confidentiality.
* Ability to embrace and champion change.
* Reliable and able to work independently.
* Ability to relate to stakeholders with tact and discretion.
* Must pass a police record check.
* Must be able to travel and have flexible work schedule.

**EDUCATION / EXPERIENCE**

Minimum Requirements:

* Four (4) year bachelor’s degree in marketing, business administration with a major in marketing; Master’s degree is preferred
* A minimum of 10 years of experience as a Marketing Director will be considered in place of the degree requirement
* A minimum of five (5) years’ experience as a Marketing Manager
* Demonstrated experience developing and implementing comprehensive marketing plans that drive growth and profitability
* An understanding of the history and dynamics of the Six Nations of the Grand River community.

**IMPACT OF ERROR**

Error in judgement may lead to loss of credibility, poor public relations, public confidence, and misinformation resulting in embarrassment and potential liability to the Six Nations of the Grand River Development Corporation.

**CULTURE**

Six Nations of the Grand River Development Corporation (SNGRDC) was launched in May 2015 with the mission to achieve economic self-sufficiency without compromising the values of the Six Nations people.

The purpose of SNGRDC is to generate income, outside of federal funding, to tackle community priorities that affect the Six Nations Community as a whole. This includes improving social conditions, aiding in infrastructure development, sustaining a vibrant arts and culture industry and creating a healthy & sustainable environment for individuals, families and businesses to thrive.

**EXTERNAL/INTERNAL RELATIONSHIP**

Board of Directors, President/CEO, , Executive Leadership Team, Community Members, Contractors, Government Agencies, Council Members, Human Resources, Development Corporation Staff, Legal Counsel, Business Partners, and Vendors.

**WORK ENVIRONMENT**

* This position requires normal physical effort.
* This position requires normal visual/sensory effort.
* This position typically operates in a generally agreeable work environment.
* This position has regular deadline pressure from various sources.

**REPORTS TO**

Chief Operating Officer

**ACCOMMODATIONS**

At Six Nations of the Grand River, we are committed to diversity and inclusion as we continue and expand our efforts to become a more inclusive, safe, and respectful workplace. Human Resources will accommodate any needs under the Ontario *Human Rights Code* (OHRC) and the *Accessibility for Ontarians with Disabilities Act* (AODA). Recruitment processes will be modified to remove barriers to accommodate those with disabilities, as may be requested and/or required by law.  If you require accommodation during any phase of the recruitment and selection process, please reach out to Human Resources at [hrdept@sndevcorp.ca](mailto:hrdept@sndevcorp.ca).

**NOTE: If you are unable to apply through the website, resumes can be dropped off at the Administration building between 9:00am and 4:00pm Monday-Friday.**

**BENEFITS TO WORKING AT SNGRDC**

* Extended Health and Dental Benefits
* Pension
* Incentive Programs
* Performance based merit increases
* Team Member Recognition Program
* Comprehensive paid time off – vacation, sick, personal time and paid holidays
* Education Reimbursement
* Company Mentorship Program
* Employee and Family Assistance Plan
* Training Opportunities
* Corporate Events