



Senior Manager, Marketing

Do you have a passion for imaginative communication strategies? Do you love to work with creative teams to develop impactful and effective marketing campaigns? Are you inspired by innovative digital approaches? Are you looking for a new challenge where no two days are the same? If you are looking for an exciting organization to showcase your marketing expertise, look no further!

We're hiring a Senior Manager of Marketing who will support Science North in achieving its mission by leading the strategic direction of marketing and communications for the organization.

As Senior Manager, Marketing you will...

Set and lead the strategic direction of marketing and communications

- lead the development and implementation of marketing plans and strategies that will safeguard and leverage Science North's brand and key messages conveying brand identity
- build and maintain strong relationships with stakeholders and industry partners
- identify and pursue growth opportunities to expand existing or reach new markets
- lead research and implementation for new marketing and advertising mediums to counterbalance media fragmentation
- lead research, design and implementation of measurement tools to evaluate marketing effectiveness & analyze consumer demographics

Manage the day to day operations of the unit

- recruit, select, train, coach and manage staff performance and growth
- effectively deploy marketing resources; direct, oversee and co-ordinate the efforts of marketing, graphic design and web teams
- plan, administer and control budgets

Drive revenue and attendance for all Science North attractions and programs

- lead and oversee the development, implementation and delivery of Science North's Digital Strategy, marketing plans, activities and new initiatives to drive business results
- lead development of new advertising mediums and new co-operative opportunities and direct all media advertising planning and buying
- effectively manage the marketing, advertising and promotional activities of the organization
- lead internal team members to execute all communication and public relations activities
- oversee writing of press releases and all copy for marketing materials
- ensure website is a key marketing driver by overseeing content & design
- effectively utilize and implement social media and similar vehicles as marketing tools
- direct the marketing initiatives/plans for Science North's presence in the North and support the Thunder Bay base in its outreach efforts
- oversee and implement media previews and events to generate editorials
- manage the partnership in the Sudbury Tourism initiative of the City of Greater Sudbury
- lead development of marketing and communication tools for external sales products for use by external sales clients
- work with external creative agencies and internal team to develop marketing and communications materials for travelling exhibits' clients
- participate and contribute to the Senior Leadership team providing advice, direction and guidance to the organization.

This exciting role requires someone with...

- demonstrated experience in a senior leadership marketing role
- a proven track record in developing and executing strategic marketing
- experience in successfully managing a team of professionals
- superior writing, editing and proofreading skills

- experience with media relations
- demonstrated experience in leading and implementing a digital strategy
- a degree or diploma in Journalism, Public Relations, Communications or a marketing related field
- equivalent combination of education and experience, preferably in the public or non-profit sector
- Science North services clients in both English and French. Ideally, the successful candidate will be fluent in both languages, however overall related experience and qualifications will be the primary consideration in assessing candidates.

Compensation details...

- Salary starting at \$64,400 - \$107,300 per year
- Annual performance and merit increase consideration
- Participation in the Science North Employee Incentive Plan
- Comprehensive group benefit package including medical, dental, vision, life/travel insurance, short and long term disability coverage, telemedicine, EAP
- Pension plan following one year
- Free or discounted admission to partner attractions outside Sudbury, Science North facilities and program discounts, fitness membership contribution
- Professional development opportunities
- 4 weeks' vacation

Apply online at <http://sciencenorth.ca/careers>. An early application represents your best opportunity for success. Science North is committed to an inclusive workplace and invites applications from all qualified individuals to join our diverse team. Accommodations are available upon request in all aspects of Science North's selection process. We thank all interested candidates; only those selected for interviews will be contacted.

Science North is a registered charity
and is an agency of the Government of Ontario