



Position Description

Position Title:	Director, Marketing and Community Engagement
Reports To:	Chief Executive Officer
Supervises:	Manager, Community Engagement & Outreach Manager, Marketing & Communications Community Outreach Coordinator

The Humane Society of Kitchener Waterloo Humane Society & Stratford-Perth (The Humane Society) is a recognized leader in Animal Welfare. Our mission is to be leaders in animal welfare in our communities focusing on the responsible treatment of animals through education, compliance, advocacy and care.

Under the direction of the CEO, and in accordance by the philosophies, policies and procedures of The Humane Society of Kitchener Waterloo and Stratford Perth (“the Society”), the Director of Marketing and Community Engagement is responsible for developing and executing strategies and plans to achieve organizational goals and engages funders, media, animal welfare organizations and Humane Society community partners.

PRINCIPLE ACCOUNTABILITIES:

- Represent the Humane Society in a professional manner
- Determines strategies and tactics with the CEO and other leadership team members
- Develop, implement and evaluate programs and initiatives with a focus on community outreach
- Evaluate new and on-going projects regularly to determine and implement needed changes
- Develop and maintain excellent relationships with stakeholders, media, animal welfare organizations and Humane Society partners to achieve organizational goals and department goals.
- Meet with local officials, civic groups, schools, special interest groups and the media to promote the Humane Society and our Mission, and educate the public about animal welfare issues
- Anticipate future developments and manage risk
- Plan and coordinate the Humane Society public relations and promotional activities
- Create the annual Marketing and Communications Plan
- Responsible for corporate messaging development and distribution.
- Ensure documents and marketing materials are current, accurate and properly reflect the brand and desired messaging.
- Lead/Coordinate the Advocacy Committee
- Develop multi-year plans to achieve strategic goals
- Serve as spokesperson for the Humane Society as delegated by the CEO

- Be thoroughly familiar with and ensure adherence to pertinent legislation, regulations, contracts, guidelines, HSKWSP mission, policies, procedures and plans
- Maintain a comprehensive knowledge of social, environmental, and cultural issues related to animal welfare
- Oversee implementation of HASS / Pets for Life philosophies/programs as applicable to our organization
- Analyze statistical data to develop new strategies, develop projections, and determine trends
- In conjunction with other departments, conduct research, develop new program framework and execute the implementation of new community focused programs and services as it relates to the Human Animal Support Services
- Review and oversee the updating of department policies and procedures assuring compliance with municipal, provincial, and federal legislation and the Mission of the Humane Society
- Oversee the development of department budgets and monitor revenue and expenses in relation to the approved budgets
- Lead, supervise, coach and mentor department teams
- Be familiar and ensure compliance with health and safety legislation, policies and procedures
- Compile and present reports to the CEO
- Provide advice and assistance to colleagues, the CEO, the Board and committees
- Support development department with seeking grants and supporting other fund development events and appeals
- Provide leadership within the organization

In addition to the duties listed above, the Humane Society expects the following of each Full and Part Time staff member: adhere to The Humane Society policies and procedures; works in a safe manner; acts as a role model within and outside the Centre; seeks out opportunities for continuous professional development; performs duties as workload necessitates; maintains a positive and respectful attitude; communicates regularly with supervisor about department issues; demonstrates efficient time management and prioritizes workload; consistently reports to work on time prepared to perform duties of the position; meets department productivity standards; participates in The Humane Society events as needed or required; and, completes other duties as assigned.

POSITION REQUIREMENTS:

A weekly commitment of 40 hours a week with duties varying according to event schedules and including weekdays, evenings or weekend times.

The following are general descriptions of some of the requirements necessary to carry out the duties and responsibilities for this position. The Director Marketing and Community Outreach must have the following attributes and skills, among others:

- Post-secondary diploma or degree, preferably in communications, public relations, or social work
- Five - seven years communications and/or public relations experience
- A minimum of five years relevant management experience

- Outstanding interpersonal skills and the ability to inspire confidence and trust amongst all stakeholders, maintaining positive public relations, acting ethically and responsibly in all interactions
- Excellent writing, editing and proofreading skills
- Strong oral communication and presentation skills
- Strong strategic thinking and research and analytical skills
- Ability to handle and prioritize multiple tasks, competing priorities and deliver projects on time
- Effective planning and project management skills
- Advanced computer skills and literacy
- Holds valid Ontario driver's license

WORKING CONDITIONS:

- May be exposed to infectious waste, diseases, conditions, etc., including exposure to viruses and bacteria.
- Interacts with community.
- Holds valid Ontario driver's license and travel within area and outside of city.
- Public speaking in different areas and venues.
- Manual dexterity required to use desktop computer and peripherals.
- Intermittent physical activity including walking, standing, sitting, lifting and supporting animals.

COMMITMENT:

- Able to attend to work-related matters that occur after regularly scheduled work hours.
- Demonstrated regular and consistent attendance and punctuality.