



Director, Marketing and Community Engagement

Are you looking to take the next step in your Marketing and Community Engagement career during an exciting time of growth at the Humane Society? Do you want to play an impactful and meaningful role in building a more humane community for people and pets? Then this might be the perfect fit for you!

We are seeking a dynamic and experienced **Director, Marketing and Community Engagement** to join our team. Reporting directly to the CEO, the Director, Marketing and Community Engagement will be responsible for developing and executing strategies and plans to achieve organizational goals and engages funders, media, animal welfare organizations and Humane Society community partners.

We are seeking a passionate and experienced individual to join us as the Director, Marketing and Community Outreach. In this role, you will lead our efforts in marketing, public relations, and community engagement to further our mission and goals. The ideal candidate will be a strategic thinker with strong leadership skills and a dedication to making a difference.

What you will be doing:

- Represent the Humane Society professionally and uphold its mission and values.
- Collaborate with the CEO and leadership team to determine strategies and tactics.
- Develop, implement, and evaluate programs and initiatives focused on community outreach.
- Build and maintain relationships with stakeholders, media, and partners to achieve organizational goals.
- Serve as a spokesperson for the Humane Society and promote awareness of animal welfare issues.
- Plan and coordinate public relations and promotional activities.
- Create and oversee the annual Marketing and Communications Plan.
- Ensure corporate messaging is consistent and aligned with brand identity.
- Lead the Advocacy Committee and drive multi-year strategic planning.
- Stay informed about relevant legislation, regulations, and industry trends.
- Analyze data to develop new strategies and programs, and monitor budget and expenses.
- Provide leadership, supervision, and mentorship to department teams.

Who You Are:

- You have a university degree or college diploma, or an equivalent combination in Communications, Public Relations, Social Work, or related field.



- 5-7 years of experience in communications and/or public relations, with at least 5 years in management.
- Outstanding interpersonal, writing, and presentation skills.
- Strong strategic thinking, research, and analytical abilities.
- Excellent planning, project management, and time management skills.
- Proficiency in computer skills and technology.
- Valid Ontario driver's license and ability to travel as needed.
- Ability to work flexible hours, including weekdays, evenings, and weekends.

Working Conditions:

- Frequent community interaction, including occasional public speaking.
- Physical activity, including walking, standing, and lifting, as required.
- Ability to work at both the Kitchener and Stratford Centers.
- Must be available to attend evening and weekend meetings and events.
- Participation in Humane Society events, both internally and externally, is expected.

The Perks:

- Annual Salary of \$70,000 – \$90,000
- Four weeks' annual vacation
- Comprehensive health and dental benefits
- Company RRSP Matching
- Employee Assistance Program
- Flexible work schedule
- Access to staff pet food program (discounted retail prices)
- Access to staff veterinary services program
- An environment always filled with adorable animals

If this role is calling your name, we look forward to hearing from you! Please forward your resume and cover letter to **hr@kwsphumane.ca**

The full job description is available at <https://kwsphumane.ca/careers>.

The Humane Society warmly welcomes applications from people of all backgrounds and groups. We are committed to a culture of inclusivity and collaboration that celebrates diverse perspectives and voices.

We thank all candidates for their applications; however only those selected for an interview will be contacted.