



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

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# Job Board Posting



Careers.Indigenous.Link

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## Associate, Direct & Digital Marketing

**Job ID** 2F-14-E7-78-7D-5C

**Web Address**

<https://careers.indigenous.link/viewjob?jobname=2F-14-E7-78-7D-5C>

**Company** SickKids Foundation

**Location** Toronto, Yukon

**Date Posted** From: 2020-10-26 To: 2020-11-09

**Job** Type: Full-time Category: Creative Media and Writers

**Languages** English

### Description

**POSITION STATUS:**

Permanent Full-Time Position

**AVAILABLE:**

January 2021

**DESCRIPTION OF THE POSITION:**

The Associate, Direct & Digital Marketing is responsible for supporting the day-to-day execution of the programs within the Product Marketing portfolio on the Direct & Digital Marketing (DDM), including the SickKids Lottery, Get Better Gifts. SickKids Cards, and SickKids Merchandise. The position reports to the Associate Director. Direct & Digital Marketing.

**YOU WILL:**

Contribute to the execution of compelling campaigns, including campaign development; (assist in the development of briefs, the management of timelines and the workback, assist with creative review and feedback), data (review data selection and approvals), and P&L and results monitoring - all with the support of Product Marketing team;

Support the operations of the SickKids Lottery and SickKids Shop programs, including lottery applications, prizing selection, assist with the launch of new products, input to product selection and other assistance as required;

Aid with the Product Marketing team's day to day operations, including managing invoicing, donor escalations, maintenance of web content, support with business planning, as well as fostering cooperative relations across the Foundation in support of the team;

Help to manage external agency partners to develop end-to-end marketing campaigns from the brief to creative development, program execution and post analysis;

Work with Product Marketing team and external agency partners to execute innovative and results-driven integrated marketing campaigns that include mass media, digital, social, email and direct mail.

**ABOUT YOU:**

**Must Haves:**

University Degree with a focus on marketing, fundraising or related discipline;  
3-5 years relevant experience working on programs and campaigns that drove results;  
Strong business & financial acumen;  
Experience working on data-driven direct & digital campaigns;  
Experience results tracking, analysis and reporting;  
Experience working with external vendors and communicating with agency partners;  
Excellent communication and presentation skills;  
Ability to adhere to the organizational values of Integrity, Collaboration, Excellence and Innovation  
Nice-to-haves (Please apply even if some of these do not apply to you)  
Knowledge or experience with Not-for-Profit environment is an asset  
We're looking for a passionate and inclusive individual who is interested in moving the dial and making a difference. If you don't check all of the skills outlined above, that's okay! If you think you check off some of the boxes, we want to hear from you.

#### ABOUT US:

SickKids Foundation leads the fight for The Hospital for Sick Children (SickKids), one of the world's foremost pediatric health-care institutions. Founded in 1972, SickKids Foundation is the largest charitable funder of child health research, learning and care in Canada. As a national charity, SickKids Foundation also invests in national and international initiatives to benefit children in Canada and around the world. Philanthropy is a critical source of funding for SickKids. Thanks to the generosity of the community, and as a result of a record-breaking year in fundraising, SickKids Foundation generated an unprecedented \$190 million for the fiscal year ending March 31, 2020. We achieve that by not being ordinary in anything we do.

SickKids Foundation is committed to creating an inclusive culture where expressing our authentic selves is celebrated. This includes embedding diversity and inclusion in our policies, practices and behaviors, to build skills, knowledge and awareness of diversity and inclusion across the Foundation and with our external partners. The Foundation is committed to fostering a safe, accessible and positive working environment.

For further information on SickKids Foundation's commitment to Diversity & Inclusion, Click here to read our Diversity & Inclusion Policy and Commitment statement.

HOURS: 35 hours per week Monday to Friday

#### AVAILABLE TO:

Internal and External Candidates

DEADLINE: November 9, 2020

#### SUBMIT RESUME TO:

Please apply on-line by visiting our website: [www.sickkidsfoundation.com/careersandvolunteers](http://www.sickkidsfoundation.com/careersandvolunteers)

SickKids Foundation is committed to fostering an inclusive, accessible environment. Where all individuals feel valued, respected and supported. Candidates who require accommodation during the recruitment process should contact the Human Resources Department.

#### **How to Apply**

Click Apply Now!