



# 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.Link's 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  
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# Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/04/25

## Director, Product Marketing, Lottery & Gaming

<b>Job ID</b>	42-5E-07-83-DE-26	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=42-5E-07-83-DE-26">https://careers.indigenous.link/viewjob?jobname=42-5E-07-83-DE-26</a>	
<b>Company</b>	SickKids Foundation	
<b>Location</b>	Toronto, Ontario	
<b>Date Posted</b>	From: 2020-11-20	To: 2020-12-04
<b>Job</b>	Type: Full-time	Category: Miscellaneous
<b>Languages</b>	English	

### Description

#### POSITION STATUS:

Permanent Full-Time Position

#### AVAILABLE:

Immediately

#### DESCRIPTION OF THE POSITION:

This is a terrific opportunity for a proven marketer. The Foundation that supports the Hospital has three primary revenue channels: Direct & Digital Marketing (DDM), Major Gifts, and Corporate & Community Partnerships. You will be a key part of the Direct & Digital Marketing management team, headed by a Vice President. The DDM team has about 30 team members, including two other Directors, and raises over \$65 million every year. The DDM team is charged with acquiring and retaining donors for single, monthly and annual giving through a wide range of programs. These include acquisition campaigns, loyalty programs, product marketing, segment marketing, seasonal campaigns, always-on digital pure play marketing and the lottery & gaming program. The team is responsible for the development of end-to-end marketing campaigns from brief to creative development and program execution, including all channels within the marketing mix (direct, digital, social, mass media). You are a strong marketer with expertise in marketing, customer engagement and loyalty. As well, you have significant experience utilizing digital channels and techniques to increase revenues and enhance the customer experience. You have the requisite skills and a proven track record of building profitable marketing campaigns and business channels. Lottery experience is preferred. This portfolio manages the ongoing relationship with hundreds of thousands of donors. You help drive the marketing ecosystem to further, engage, solicit and steward donors to maximize potential. Your knowledge and success around data analytics will help maximize their customer relationships (CRM) and improve ROI.

#### YOU WILL:

Provide strategic leadership as part of the Direct & Digital Marketing team, aimed at maintaining and expanding diverse direct and digital marketing programs;

Develop short- and long-term business plans and strategies, in collaboration with the Marketing Leadership Team;

Grow share of the current revenue stream by implementing strategies and plans to acquire and retain donors through innovative marketing channels;

Manage, coach and mentor one associate director and a team of 4 in total;

Grow a high-performing team of marketing professionals and be responsible for work and resource allocation;

Oversee and develop end-to-end marketing campaigns from the brief to creative development and program;

Manage and evaluate key agency and vendor relationships including developing contracts, evaluating performance and ensuring budget compliance;

Work closely and collaboratively with the Brand Strategy and Communication Team on the creation of content for the various direct and digital marketing channels;

Participate in the development of annual and multi-year operational and financial plans that align with the overall Foundation Strategic Plan;

Maintain a public-facing leadership role in the not-for-profit sector through presentations at professional conferences and through membership in and contribution toward professional societies or working groups;

Ensure accountability of units to goals, encouraging and fostering collegiality and innovation within and between units, and across the Foundation;

Contribute to revenue generation in programs outside of immediate portfolio by developing strategy, referring and creating opportunities for others in a collaborative way;

Embrace and promote the core values of SickKids Foundation: integrity, collaboration, excellence and innovation.

#### ABOUT YOU:

##### Must Haves:

Minimum degree from a relevant university program, with 10+ years of experience leading and developing end-to-end integrated campaigns and programs (direct, digital, social, mass);

Proven track record as a skilled leader who motivates high-performing teams;

Demonstrated ability to identify strategic business development opportunities and develop/lead such initiatives;

Deep understanding of customer relationship marketing (CRM) with market-leading brands;

Expertise around both acquisition and retention campaigns and programming;

Strong business & financial acumen with advanced analytical and financial modeling experience;

Demonstrated ability to build relationships and collaborate effectively with internal and external stakeholders;

Proven expertise in building business plans and P & L management;

Experience in developing data-driven direct, digital & mass campaigns that deliver tangible results;

Experience working with and guiding agency partners;

Superior communication skills in addition to well-developed presentation abilities;  
Ability to adhere to the organizational values of Integrity, Collaboration, Excellence and Innovation.  
Nice-to-haves (please apply even if some or all of these don't apply to you)

A post-graduate degree is an asset:

Management of lottery programs an asset;

Experience working with AGCO.

We're looking for an inclusive leader and a seasoned professional who is passionate about making a difference. If you don't check off all the skills outlined above, that's okay! If you think you check off some of the boxes and have a proven track record of success working with organizations on direct and digital marketing, 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 paediatric 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 behaviours, 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: December 4, 2020

#### **How to Apply**

[Click Apply Now!](#)

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.