

Marketing Manager

Start Date: May 2018
Salary Range: \$55,000-\$65,000
Job Type: Full-time
Location: Toronto

About Tapestry Community Capital

Launched in May 2018, Tapestry Community Capital was created to help community organizations across Canada to raise the required capital to finance their dream projects.

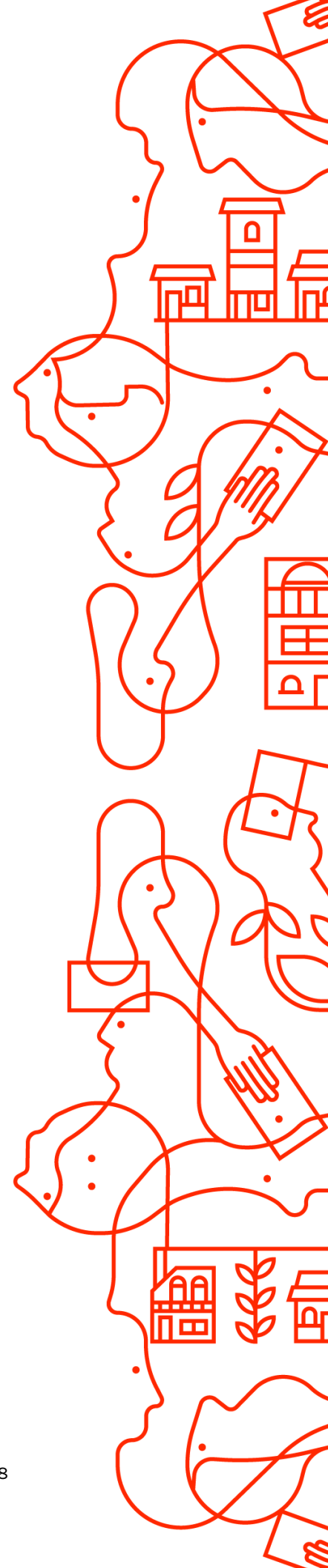
We believe deeply in the principle of community ownership of community assets. Each and every citizen or resident can be a 'co-owner' in their local project, by investing in a Community Bond issued by their local community organization. This inclusive model has been successfully adopted across diverse social sectors- from affordable housing to co-working spaces, from arts & culture to renewable energy, from sports clubs to assisted living and to sustainable food supply.

We have assembled a top-notch Tapestry team - one that is built upon a set of core competencies gained from 13 successful Community Bond campaigns conducted over the past decade. We offer our skills and expertise on a fee-for-service basis, ranging from early feasibility & planning through to full execution of a successful bond campaign. After the campaign, we provide ongoing investor management services and financial reporting to support our clients throughout the lifecycle of their bonds through to maturity.

And we are growing, again! Fresh off our most recent client launch, Tapestry is seeking to add to our team and to expand our reach across Ontario and then across Canada. Our vision is to elevate Community Bonds into the mainstream of community funding, becoming 'the new norm' - and we need your skills, your expertise and your enthusiasm to make that happen.

Job Description

Each and every one of Tapestry's clients (and prospective future clients) is a mission-driven organization that is tackling a real need in their community. They know what needs to be done and how to do it. They have a compelling vision or history, or both. And they have a dream project - they just aren't sure about how to finance it. That's where Tapestry comes in. We help them to evaluate their options and we only recommend using a Community Bond where it makes sense.



Community Bonds have become an accepted investment option in other countries, notably in the EU and Britain. But here in Ontario and Canada, they have been tried by a very modest number of organizations. At Tapestry, we aim to change that outcome – to incite a rapid, dramatic and far-reaching adoption of this uniquely attractive community finance vehicle. We intend to create an avalanche of community-owned dream projects, one successful campaign at a time, building an unstoppable momentum across Canada.

In this role, you will lead our high-level marketing strategies and deliver detailed tactical programs to aggressively expand our brand and client base across Canada. With the help of the core Tapestry team and our growing network of partners, you will accelerate the knowledge of, confidence in, and demand for Community Bonds as a proven and desirable financing platform. Working with the Executive Director and Board, you will help establish Tapestry as a recognized thought leader and effective advocate for Community Bonds at all 3 levels of government.

Working closely with the Tapestry Business Development Manager, you will be responsible for building our Tapestry brand and our reputation. We are looking for a take-charge, engaging yet thoughtful leader who understands how to work proactively with clients and/or partners to deliver results.

You will be a great fit for this position if you enjoy the challenge of being a market-maker – cutting a new path where there wasn't one before; finding new ways to generate positive progress, and always adding to the Tapestry resources and methods so clients can learn, copy and succeed faster than on their own.

You will be a great fit for the Tapestry team if you are motivated by community participation and positive change, and you can demonstrate excellent collaborative skills paired with sound judgment.

What you will be doing:

Strategy Development - Work with our Business Development Manager to identify new markets and applications for the community bond model. Build deep relationships with networks and partners that can be leveraged to attract new clients. Create and execute an annual marketing plan and budget.

Brand Development - Work with our Advisory Committee to extend, enhance and continuously reinforce our Tapestry brand values and reputation. Ensure that we are living up to our brand promise in everything that we say and do.

Events - Organize and promote events targeted at the non-profit and co-operative sectors. Develop tactical programs to raise awareness and acceptance of the community bond model. Assist with delivering material at hands-on workshops, and other venues (e.g. conferences) as required.

Digital Marketing - Develop and manage digital lead generation activities. Use data to evaluate and inform strategy. Grow and expand our online community through social media. Implement online editorial calendar, including social media posts, blogs, webinars and podcasts. Engage colleagues and partners to develop original content.

Education – Help make community bonds an easily understood and well-recognized concept. Build educational resources and campaigns. Educate potential clients through workshops, speaking engagements, and consultations.

Marketing Materials - Create engaging and informative Marketing Materials for Tapestry clients including case studies, pitch decks, and more. Support the creative direction and development of Campaign marketing materials for Tapestry’s clients.

You are someone with:

- 3-5 years’ experience in a marketing role preferably in a non-profit or social enterprise;
- Bachelor’s degree in marketing, communications or related field;
- Strong interpersonal skills; superior writing and verbal communication skills;
- Ability to prioritize workloads and manage deadlines.

You may also have:

- Graphic design skills (Adobe Illustrator, InDesign, Canva);
- Web 2.0 and social media expertise (Wordpress, Hootsuite, SEO; Google Analytics);
- Digital and print campaign skills;
- Confidence and experience in public speaking.

What we can offer you:

- Flexible working environment
- 3 weeks holiday plus health & wellness allowance
- Opportunities for career growth, professional development and continuous learning

We believe that experience comes in many forms and that skills are transferable between sectors. We hire competent, confident people who share our values and exhibit a positive “can-do” attitude. We encourage you to apply if you feel that this opportunity speaks to you.

Deadline: Friday, April 26th. Applicants are encouraged to send their application as soon as possible as interviews will begin before the posting deadline.

How to Apply - Please review these instructions carefully:

- Please prepare a cover letter telling us why you are interested in working for Tapestry Community Capital, how your previous experiences will contribute to this role and when you are available to start.
- Please send your cover letter and resume as a single PDF.
- Please use your full name as the file name (i.e. MaryJones.pdf)
- Send by email to careers@tapestrycapital.ca

Tapestry Community Capital is fully committed to diversity and values the contribution of its employees from diverse backgrounds and experiences. We welcome applications from all persons, visible minority group members, women, persons with disabilities, members of sexual minority groups, and any other who may qualify for this position. If you are invited for an interview and require special arrangements, please let us know.

We thank all applicants for taking the time to submit a cover letter and resume, however only those selected for an interview will be contacted.