

# Marketing Manager

Apply By: August 1, 2023

Start Date: September 2023

Salary: \$75,000 - \$90,000 commensurate with experience

Job Type: Full-time, Permanent

Location: Greater Toronto Area/Remote

## About the role:

At Tapestry, we work with mission-driven organizations in their quest to address community needs. While they have the vision and know-how, financing their dream projects can be challenging. That's where we come in, helping them unlock capital through Community Bonds.

As the Marketing Manager, you will lead our strategies to expand our brand and client base across Canada. You'll establish Tapestry as a thought leader and advocate for Community Bonds, organizing impactful events, creating compelling collateral, and driving our digital marketing efforts.

If you have a strong background in marketing, a genuine commitment to social impact, and the desire to contribute to a thriving organization, this opportunity is perfect for you.

## Key responsibilities:

- Develop and implement comprehensive marketing plans to enhance brand visibility and support the organization's goals and initiatives.
- Collaborate with cross-functional teams to create impactful marketing campaigns, including content creation, digital marketing, social media management, and event promotion.
- Manage all aspects of social media platforms, including content creation, scheduling, monitoring, and community engagement.
- Create compelling and persuasive marketing materials, including website content, newsletters, case studies, and presentations.
- Conduct market research and analyze industry trends to identify opportunities for growth and strategic positioning.
- Monitor and report on marketing campaign performance, utilizing metrics and analytics to measure effectiveness and optimize future initiatives.
- Build and maintain strong relationships with key stakeholders, such as foundations, government entities, sectoral associations, and others.
- Stay up to date with emerging marketing trends, tools, and technologies to ensure the organization remains at the forefront of industry best practices.



## Qualifications:

- Bachelor's degree in marketing, communications, or a related field. A relevant master's degree is a plus.
- Proven experience (5-10 years) in marketing.
- Strong understanding of social finance and the impact investing landscape.
- Excellent written and verbal communication skills, with the ability to craft compelling messages and stories.
- Proficiency in digital marketing platforms, social media management, and content creation.
- Experience in market research and data analysis, with the ability to draw insights and make data-driven decisions.
- Creative mindset and the ability to think outside the box to develop innovative marketing strategies.
- Strong project management skills, with the ability to manage multiple projects and meet deadlines.
- A collaborative and team-oriented approach, with the ability to work effectively with diverse stakeholders.
- Knowledge of design software (e.g., Adobe Creative Suite) is a plus.
- Applicant must be able to attend meetings and events in and around the Toronto area on a regular basis.

## What we can offer:

- \$75,000 - \$90,000 annual salary (commensurate with experience), paid biweekly
- Comprehensive health, medical, and dental benefits
- 4 weeks of paid vacation, plus 1-week paid winter office shutdown
- Every Friday afternoon off from June to September
- Your birthday as a paid holiday!
- 8 paid health days
- Self-directed RRSP/TFSA matching up to 3%
- Reimbursement of 50% of home internet expenses
- Reimbursement of up to 75% of cell phone
- New laptop of your choice or bring your own device reimbursement
- Flexible remote-first work environment

## How to Apply:

If you are ready to make a meaningful impact and be part of a vibrant organization dedicated to social finance, please submit your resume, cover letter, and portfolio at <https://secure.collage.co/jobs/trec-tapestry/38502>

Applications will be accepted until August 1, 2023. Only selected candidates will be contacted for an interview.

Tapestry Community Capital is an equal opportunity employer committed to diversity and inclusion. We encourage applications from individuals of all backgrounds and experiences. Should you require special accommodations due to a different set of abilities, please do not hesitate to contact us at [karen@tapestrycapital.ca](mailto:karen@tapestrycapital.ca) or at 416-977-5093 ext. 2480.

Join us in driving positive change and shaping a more equitable and sustainable future through social finance!

