

# Campaign Manager

Apply By: September 5, 2023

Start Date: September 2023

Salary: \$65,000 - \$73,000 commensurate with experience

Job Type: Full-time

Location: Greater Toronto Area/Remote

## About Tapestry Community Capital:

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.

## Job Description

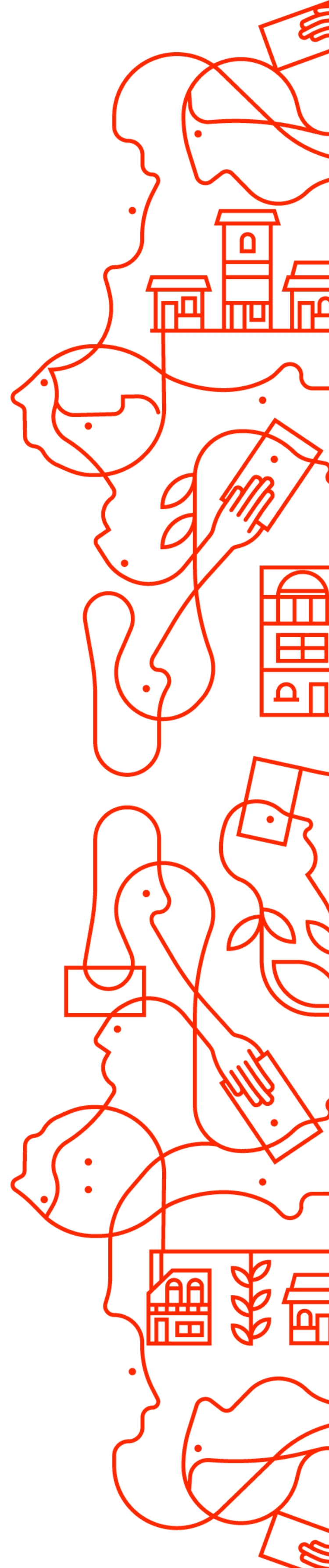
Tapestry is looking to add a creative and results-driven Campaign Manager to the team, to work with our clients and support them throughout the various stages of their community investment campaign.

You will be a great fit for this position if you enjoy both setting strategy and implementing new ideas, are motivated by community participation and positive change, and you can demonstrate excellent collaborative skills paired with sound judgement.

This role reports to the Senior Campaign Manager. However, we are cross-functional and highly-collaborative by design, and Campaign Managers will have many touchpoints with the entire team and with our clients.

## Key responsibilities:

- Assist in initial engagement with potential new clients, including participating in consultations and workshops.
- Coordinate/project manage each phase of client campaigns, from planning and structuring, to marketing, sales and investor relations. Coach and organize client teams through each phase, act as main point-of contact, bring in outside resources as necessary, provide client with regular assessments and benchmarks.
- Facilitate regular client meetings and training sessions. Act as the main point person for clients and introduce new information with confidence. Manage client team dynamics to create a positive working environment, supporting them to work together to build momentum and achieve milestones.
- Work with the team to define the scope and budget for each campaign from early stages to the bond raise and beyond. Plan and co-create a campaign strategy that meets the unique needs of each client. Work alongside and organize the Tapestry core team to pull in relevant resources and expertise. Identify gaps, risks and issues early in the project and suggest appropriate mitigation strategies.
- Set client teams up for success by organizing their campaigns and creating guides and templates for clients to adopt and make their own. Train clients on various platforms: CRMs, Tapestry's investment management system, email systems, project management software, etc.



## Key Responsibilities cont'd:

- Develop sales & marketing strategies plan, oversee implementation of tactics and strategies, proof marketing materials, suggest best practices to ensure sales goals are met.
- Other (related) tasks as assigned.

## Important to have:

- Degree in Communications, Marketing, Business, or a related field, or applicable experience
- 4 - 6 years' experience in any of the following areas: account management, project or campaign management, training and facilitation, consulting, marketing/communications, with increasing responsibilities
- Familiarity with project management tools, CRM platforms, email systems, website platforms, digital marketing and analytics
- Experience and skill in facilitation - hosting client meetings and training sessions.
- Experience building and implementing marketing campaigns: digital advertising, email, sales strategy
- Sense of curiosity, up to date on latest trends and best practices in online marketing
- Strong inter-personal skills; superior writing and verbal communication skills
- Confident public speaking ability
- Emotional Intelligence to share feedback, manage teams with different personalities, and proactively identify issues.
- Great organizational skills, flexible, self-motivated

## Awesome to have:

- Working proficiency in French
- Graphic design and website maintenance skills
- Public relations/earned media expertise
- Knowledge of financial investments / social finance / social enterprises
- Knowledge of the real estate / housing industry
- Experience with financial statements, budgets, proformas
- Experience in an agency/consultancy setting

## What we can offer you:

- \$65,000-\$73,000 annual salary (commensurate with experience), paid bi-weekly
- Comprehensive health, medical and dental benefits
- 3 weeks' holiday, plus one week paid winter office shutdown
- Every Friday afternoon off during July and August
- 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 80% of cell phone
- New laptop of your choice or bring your own device reimbursement
- Flexible remote-first work environment



**Deadline: September 5, 2023 end of day.**

Applicants are encouraged to send their application as soon as possible as interviews may be scheduled on a rolling basis.

**How to Apply:**

- Please submit a cover letter and resume to <https://secure.collage.co/jobs/trec-tapestry/38809>
- In your cover letter, please address why you are interested in working for Tapestry, and how you would be successful in ensuring the success of community investment campaigns.

We thank you sincerely for your interest in working with us, however only those chosen for an interview will be contacted. Tapestry Community Capital is fully committed to being an equal opportunity employer and evaluating all applications without discrimination or bias. We are also committed to acting on the values of Justice, Equity, Diversity, and Inclusion. We value and welcome applications from diverse experiences. If you do not meet all of the requirements listed above, we encourage you to apply. Should you require special accommodations due to a different set of abilities, please contact us at [karen@tapestrycapital.ca](mailto:karen@tapestrycapital.ca) or 416-977-5093 ext. 2480.

