***Marketing and Communications Manager***

The Canada-Ukraine Foundation is seeking a dynamic **Marketing and Communications Manager** to join our mission-driven team at a pivotal time in our organization's history. As we continue to strengthen the bonds between Canada and Ukraine and make a meaningful impact in both communities, we're looking for a passionate storyteller and strategic thinker who can amplify our message and engage diverse audiences. Working directly with our Executive Director, the ideal candidate will bring their creative energy, digital marketing expertise, and genuine enthusiasm for cross-cultural initiatives to help shape our foundation's future. If you're inspired by the opportunity to build bridges between nations and drive positive change through innovative communications strategies, we want to hear from you!

**DUTIES AND RESPONSABILITIES**

* Develop strategies and tactics to increase awareness about CUF and increase donations.
* Deploy successful marketing campaigns and own their implementation from ideation to execution
* Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay-per-click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
* Produce valuable and engaging content for the website and blog that attracts and converts target groups
* Build strategic relationships and partner with key industry players, agencies and vendors
* Prepare and monitor the marketing budget and allocate funds wisely
* Oversee and approve marketing material, from website banners to social media to annual reports.
* Measure and report on the performance of marketing campaigns, gain insight and assess against goals
* Analyze consumer behaviour and adjust email and advertising campaigns accordingly
* Other Duties as reasonably assigned

**QUALIFICATIONS AND EXPERIENCE**

* Relevant post-secondary education;
* Oral and Written Fluency in English and French; Ukrainian language skills are an asset
* 3+ years of progressive Canadian work experience
* Demonstrated understanding of appropriate Communication and Marketing best practices;
* Successful track record managing campaigns; experience in Not-for-Profit organizations are an asset;
* Experience overseeing Communication and Marketing for international projects;
* Proficiency in the use of computers, video technology and personal technology (including Microsoft programs, smart phones, printers etc.);
* Willingness to travel across Canada and Ukraine to support CUF functions;
* Full time staff position with evening and weekend work as required. Ability to work weekends and evenings is critical

**Please send your cover letter and resume to** **careers@cufoundation.ca** **by Feb 2, 2025. Please remember to indicate which position you are applying for.**

*Diversity & Inclusion for the Canada-Ukraine Foundation means welcoming everyone and respecting their differences. Our ambition is to provide meaningful employment, a warm and welcoming culture, and to promote the development of all people, including those with disabilities. Do not hesitate to let us know of any specific needs you may have so that we can take them into consideration.*