

Marketing & Sales Specialist, Altruvest Charitable Services

Position Overview

This position requires a marketing and sales professional who has the ability to work independently and autonomously within general guidelines supporting the strategic initiatives of Altruvest Charitable Services.

The Marketing and Sales Specialist is critical in developing and executing marketing and sale campaigns specific to the mission of Altruvest. They work in close collaboration with the Executive Director, staff, volunteers and various board member committees to produce and manage results driven by impactful and effective programs.

Role and Responsibilities

- Develop a variety of marketing strategies including but not limited to social media, print, digital, events etc. to address key demographic stakeholders to attract greater participation and involvement with Altruvest programs
- Perform research on program effectiveness and success measures to support future investment. Complete analysis on communications / marketing program reach and impact recommending future action and strategies
- Effectively access and leverage the marketplace to promote greater involvement, usage and growth of Altruvest programs and services
- Establish strong marketing campaigns, business leads and opportunities
- Project manage or lead the development of internal and external publications, including coordinating development of content, maintaining and updating an editorial calendar and coordinating process through delivery of the final product. Recommend most appropriate and impactful communication vehicles
- Oversee the effectiveness of the website as a marketing tool for Altruvest. Oversee and/or make adjustments and enhancements to the website as applicable. Create and upload new content and build new site features to the website as required
- Managing image libraries, distribution lists and specific communication details for each of the key programs
- Manage key marketing/communication programs for Altruvest ensuring alignment of actions and results to identified strategies
- Provide motivation, direction, coaching and support for volunteers and the programs or project they are assigned on behalf of Altruvest
- Assist with event management support and collateral required for events
- Provide additional ad hoc marketing and communications support as required
- Periodically create, proofread and amend copy for specific desktop designed template work
- Liaise with internal key stakeholders, including other staff and volunteers on relevant marketing programs and initiatives
- Develop and manage strong networks of connectors, potential clients, and influencers
- Recommend follow up actions to the ED in a timely and concise manner

- Attend regular meetings with marketing committees, capturing, acting upon and monitoring action points arising from those meetings
- Manage allocated project budgets and costs. Conduct some administrative duties as required

Required Experience, Skills & Qualifications

- Diploma or degree preferably in marketing and / or communications
- Minimum of 2 years experience in a client service, marketing environment e.g. marketing agency or professional services firm
- Experience in the not for profit and / or charitable sectors desirable
- Experience with fundraising desirable
- Experience with data base, website, social media, digital technology and related software and hardware
- MS Office – Word, Outlook, Excel and PowerPoint (Intermediate level)
- Marketing and communications related software

Required Abilities and Attributes

- Creative eye and ability to build relationships with marketers and creative partners to support the development of quality marketing products
- Excellent interpersonal and communication skills
- A proactive, highly service oriented and client centric attitude and approach
- Strong networking skills
- Ability to interact with other staff, volunteers, Board members, and potential clients exercising diplomacy and good judgement
- Have the ability to plan ahead and manage work to meet explicit deadlines
- A team player who is able to react positively to changing priorities
- Strong organizational skills with solid attention to detail is a must
- Be able to demonstrate initiative and creative problem solving
- Experience of thinking laterally to ensure all tasks are completed

Interested applicants should send a cover letter and resume to Leigh Gauthier at lgauthier@stscapital.com