

Position Description – Marketing Manager (Corporate)

Position Description

Position title	Marketing Manager
Location	Canada - Remote
Reports to	Director Strategic Communications & Marketing
Direct reports	As per Organizational Chart
Community Collaborators	Service Provider Network (SPN), Ministry Departments, Corporate Services
Travel requirements	Various locations around Canada as needed

Position purpose

This role is a senior position that supports WCG’s business delivery and growth through the development and execution of strategic marketing initiatives and plans, with a focus on WCG’s clients and services.

The Marketing Manager works closely with a wide range of external partners and internal WCG leaders and staff to deliver hands-on marketing excellence.

This role is responsible for project managing and coordinating with program heads and service providers, to ensure all communications requirements are delivered efficiently. Accountable for ensuring that all marketing adheres to WCG’s contract requirements, this role is responsible for ensuring branding quality and compliance.

This role also tracks and analyses the performance of advertising campaigns, manages the marketing budgets, and ensures that marketing materials and resources are not only outstanding but being used effectively.

A key priority is ensuring innovative strategies, marketing tools and campaigns result in achievement of employment program client volume targets.

Success measures

Customer/stakeholder satisfaction	<ul style="list-style-type: none"> Excellent relationships with key colleagues, collaborators and partners, including the relevant Ministry department, Directors, Regional Managers and Executives
Financial Performance	<ul style="list-style-type: none"> Work within allocated budget in consultation with Director, Operations per catchment
People & Team	<ul style="list-style-type: none"> Adhere to the WCG Code of Conduct and Privacy Policy Uphold WCG values at all times Satisfaction ratings achieved – Staff Survey
Operational Performance	<ul style="list-style-type: none"> Support to achieve employment services contractual KPI requirements - placements & outcomes Develop and deliver marketing strategies, plans, campaign materials and requirements on time and on budget Quarterly Contract reports submitted accurately and on time Prepare and present information when requested

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	<ul style="list-style-type: none"> • Listen to feedback provided and act on areas for improvement
Quality	<ul style="list-style-type: none"> • Work within the quality management framework for the business unit and adhere to all WCG policies and procedures and contractual requirements • Changes in the regulatory and policy environment effectively monitored and reported
Professional Development	<ul style="list-style-type: none"> • Participate in industry forums/committees • Complete annual professional development • Ensure all compulsory training is completed within timeframes

Core responsibilities

Vision and Strategy	<ul style="list-style-type: none"> • Develop and deliver marketing strategies to support the success, business delivery and growth of WCG • Oversee well-planned marketing activity to deliver high quality outcomes including production of materials, advertising, and social media • Assist on Business Development initiatives as needed • Lead and educate on marketing best practices and adherence to brand guidelines, internally and across all employment services • Ensure strategy, insights and plans across the department are fully integrated and linked to and aligned with business objectives and brand growth strategies • Track, measure, and report on campaign performance against campaign objectives • Other duties consistent with the position where required
Service and Product Delivery	<ul style="list-style-type: none"> • Deliver marketing plans and campaigns on time, on budget • Use data to monitor market trends, research key markets and understand key client and customer insights • Use clear metrics to measure performance across marketing activities and facilitate timely reporting and analysis • Design and develop marketing and communication materials, content and presentations • Coordinate assets, advertising and promotional activities • Support on internal communications and event marketing initiatives • Assist in driving client volumes and developing initiatives to reach and engage with new audiences • Manage agency partners to ensure budgets, timeliness, quality standards and supplier agreements are upheld • Ensure campaigns and content are accessible, inclusive and apply best practice methodologies and industry-recognised systems, processes and guidelines • Assist in maintaining the integrity of WCG brand and consistency across all activities • Approve all marketing collateral and social media (Service Provider Network, Employer and Client-facing)
Team Leadership	<ul style="list-style-type: none"> • Manage a busy team of Marketing staff, working remotely across a variety of time zones • Facilitate team building and learning opportunities by mentoring and encouraging and enabling ongoing team professional development • Manage Marketing team administrative duties (vacation requests, expenses, etc.) • Define and evaluate duties of all Marketing team members

Information Technology	<ul style="list-style-type: none"> Constantly research and implement new marketing technologies Assist with website content maintenance across all programs Manage social media presence across all employment services programs, and WCG corporate accounts
Accounting and Finance	<ul style="list-style-type: none"> Oversee marketing budget across all WCG employment services programs
Manage enterprise risk, compliance, remediation and resiliency	<ul style="list-style-type: none"> Ensure marketing and communications adhere to all brand guidelines and policies of funding organizations
Continuous Improvement	<ul style="list-style-type: none"> Ongoing learning and knowledge enhancement regarding evolving competitive marketing and communication initiatives Work to continually improve organisational systems and processes to maximise employee efficiency, effectiveness and productivity to deliver quality outcomes Actively contribute to this process of continual improvement by always seeking better ways to support and assist colleagues and clients
External Relationship Management	<ul style="list-style-type: none"> Maintain directory of vendors utilized in the department Establish relationships and best practices throughout WCG’s Service Provider Networks Assist Executive in Marketing and Communications projects as needed
Cultural Competence	<ul style="list-style-type: none"> Maintain strong understanding of market attitudes and preferences on social issues Ensure WCG’s values are reflected in Marketing activities Adhere to, be familiar with, accessibility standards for inclusion in all aspects of the role
WORK HEALTH AND SAFETY	
For manager responsibilities, refer to the WCG Workplace Health and Safety Policy	

Capabilities and experience

- Minimum five years' experience as a Marketing Manager, preferably in the employment, health, or social services sector
- Post-secondary degree or diploma in marketing
- Demonstrated skill in creating and delivering outstanding strategic marketing solutions
- Expertise and proven experience in managing, motivating and mentoring a busy marketing team
- Excellent communication and writing skills
- Solid, hands-on experience in event marketing
- Extensive experience in creating successful online marketing and social media strategies
- Proven commercial and analytical capability and the ability to leverage data-driven insights
- Skilled in dealing with senior internal and external managers,
- Adept at briefing suppliers and managing deadlines for material
- Strong knowledge of and familiarity with marketing programs including HubSpot, Meta, Google Ads, etc.
- Project management skills, honed through experience in managing large projects through to successful completion
- Self-disciplined and independently driven but able to work effectively in a team environment with shared goal
- Proven ability to self-direct, multi-task and work methodically to meet strict deadlines
- Proficient in Adobe Creative Suites including InDesign, Illustrator and Photoshop.
- Certification in Marketing for Accessibility preferred
- Bilingual (French) highly desirable

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- Flexibility to work in different locations and travel as required
- Must successfully pass a criminal record check.

APM Leadership Behaviours

As an APM leader it is expected that the role has ability to consistently display the following leadership capabilities.

<p>The Inspiring Leader</p>	<ul style="list-style-type: none"> • The inspiring leader is a true role model of APM values. • They set a vision and are able to zoom out to see the bigger picture, they are forward-thinking and constantly striving higher. • They are passionate about the leadership role, they create the tone for their teams' behaviour through their communication style, energy and passion.
<p>The Winning Leader</p>	<ul style="list-style-type: none"> • The Winning Leader sets, meets and strives to exceed KPIs despite obstacles. • They are responsive and adaptable to differing situations, people and points of view. • They are accountable to other to deliver results and look for growth opportunities.
<p>The Authentic Leader</p>	<ul style="list-style-type: none"> • The authentic leader is confident, trustworthy, transparent and balanced. • They are self-regulated matching behaviour to context, they are seen to be steady when times are turbulent. • They act with integrity and fairness and demonstrate commitment to their team through lack of ego.
<p>The Collaborative Leader</p>	<ul style="list-style-type: none"> • The collaborative leader builds consensus and alignment through applying strong listening skills, an optimistic attitude and empathy. • They build and operate within high performing teams through their ability to coach and support others and are themselves keen learners. • They empower others to make decisions in times of rapid change.
<p>The Courageous Leader</p>	<ul style="list-style-type: none"> • They are aware of their impact on others, however, can hold tough conversations and maintain strong relationships. They provide candid feedback and seek continuous feedback in return. • They don't require hierarchy to deliver results, they invest in people and their relationships. • The courageous leader demonstrates resilience when faced with challenges and guide their team with conviction.



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At APM we recognise our employee's potential, embrace difference and apply our diverse thinking to innovation and service delivery. We actively encourage applications from people with disability, Aboriginal and Torres Strait Islander people, LGTQIA + people and people from culturally diverse backgrounds

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