

## DIRECTOR OF MARKETING AND COMMUNICATIONS

### About NEXT Canada:

NEXT Canada is a national, non-profit organization that develops exceptional talent to build world class ventures and propel technology adoption. Founded in 2010 as The Next 36 by a group of pioneering business leaders and academics, NEXT Canada is today a leader in the delivery of cutting-edge programming designed to foster lifelong entrepreneurship in three streams: Next AI, Next 36 and Next Founders.

Our programs, delivered through meaningful partnerships between government and the private sector, strengthen the foundations of Canada's current and future health and prosperity.

### Overview:

Reporting into the COO, the Director of Marketing and Communications is the #1 champion for the NEXT Canada brand, responsible for all aspects of marketing operations, strategy and execution. This role is for a big-picture thinker who can also roll up their sleeves and execute against their plan to position NEXT Canada as a world class organization committed to the advancement of the next generation of exceptional entrepreneurs.

In this role, you will be responsible for growing NEXT's online community, positioning our alumni (entrepreneurs) as *the* leaders in Canadian entrepreneurship through earned media, attracting high caliber applicants into our programs and supporting our Advancement team with exceptional storytelling. You're known for using both sides of your brain; writing creative copy or editorial *and* using analytics to optimize everything you do. You're comfortable in ambiguity and know how to work across an organization to bring new ideas to life.

Most of all, you are passionate about entrepreneurship, with a basic understanding of the Canadian tech ecosystem, and you are hungry to help build a truly mission driven organization.

### Specific responsibilities include:

Work with NEXT Canada leadership team to translate business growth opportunities into actionable, measurable **marketing (2021+) plans** for priority audiences: donors, applicants and key opinion formers.

- Set quarterly marketing and communications priorities in collaboration with COO and Content Manager.
- Identify requirements (budget, people, partners) and lead all resourcing ( internal and third party) to enable marketing plan execution.
- Lead budgeting, measurement and reporting for all marketing and communications.
- Work closely with all NEXT Canada team members to ensure a unified approach to brand, PR, community growth and storytelling.

Build and execute against NEXT's **PR** strategy with the goal of generating media coverage of key events, thought leadership and alumni milestones.

- Work with key PR partner(s) to engage with media, raise NEXT's profile, establish thought leadership, help accelerate the Canadian ecosystem and generate positive publicity overall.
- Craft pitches, secure press opportunities and nurture media contacts.
- Collaborate with the CEO and other NEXT leaders to identify op-ed and editorial opportunities; draft, ghost write or edit as required.

With support from Content Manager and select freelance resources, build NEXT's online presence and overall community through **organic marketing efforts**.

- Lead team through planning and execution of monthly proactive content strategy; drive engagement across all owned channels.
- Provide recommendations for how to grow (organic, earned) audience, drive engagement and build advocacy across all social media channels (Instagram, Facebook, Twitter, LinkedIn, YouTube); work with social media lead (freelance) to drive week over week community growth across all social media channels
- Promote and drive engagement for key content and stories from all NEXT brand efforts; podcast, video, GRIT.
- Work with Content Manager to plan and execute NEXT's quarterly digital magazine GRIT; write, edit and amplify stories with earned media.

In collaboration with Recruitment Manager, attract high caliber applicants through **paid campaigns**.

- Build on existing strategies and provide guidance for how to best optimize campaigns.
- Identify requirements (budget, training) to enable Recruitment Manager to lead digital campaigns with excellence.

#### **Requirements:**

- 8+ years marketing, communications or PR experience; startup experience an asset
- Experience leading or supporting media relations, press releases and earning positive press coverage for a brand, organization or individual
- Experience building Canadian (national) brand(s) through earned and paid media
- Excellent leadership, people management and influence skills
- Knowledge of growth marketing strategies, tactics and an experimental mindset
- Outstanding communication skills and creative writing capabilities
- Flexible, hands on, collaborative
- Creative, yet able to provide data driven recommendations
- Entrepreneurial spirit with a passion for entrepreneurship required

NEXT Canada values diversity in our workplace, as well as our community. We are an equal opportunity employer and do not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, gender expression, age, record of offences, marital status, family status, disability or any other characteristic.

We welcome and encourage applications from everyone.

We offer accommodation for applicants with disabilities throughout our recruitment process. If you are contacted to arrange for an interview, please advise us if you require accommodation. Information received relating to accommodation will be confidentially maintained.

**Pay and Benefits**

We are offering a competitive compensation, RRSP program and benefits package.

***To apply***, please submit your resume and cover letter to [careers@nextcanada.com](mailto:careers@nextcanada.com) to by **January 25, 2021**.