

Do you have a demonstrated record of operational excellence, passion for youth and STEAM and exceptional communication and organizational skills? Come work with us.

As Canada's leading STEAM and Entrepreneurship based program for high school students, Shad Canada is currently looking to add a Marketing & Communications Manager to our growing team. Based in Waterloo, you will support the Marketing & Recruitment portfolio and will have direct responsibility for the strategy and content of Shad's marketing plans.

**Application Deadline:** December 1, 2021

### About Us

Shad is a STEAM and entrepreneurship program for students in grades 10 and 11. During the immersive month-long program, students live on campus and participate in a real-world design challenge that prepares them to take on social and economic challenges. Shad's program is transformational and life-changing and many participants go on to innovate and start their own businesses. Shad has been running since 1980 and has more than 20,000 alumni.

### About You

The ideal candidate is a self-starter who takes ownership of their projects and is well-rounded in all things marketing.

### Things you love:

- Other recruiting and outreach marketing tasks as assigned
- Create and adapt content to support full-funnel marketing programs
- Define new ways to engage students, educators, donors and university executives with digital content at different stages of the funnel
- Drive marketing integration strategies across all platforms and departments (web, social, recruitment, media)
- Build and execute digital content and search engine optimization strategies across Shad Canada's website, digital ads and social platforms
- Drafting punchy, helpful and compelling content for digital, print and social
- Lead a team of three high contributing team members
- Manage and analyze campaign data for collective insights, performance and recommendations
- Work independently and with a certain amount of ambiguity



### Things you bring:

- 5+ years of experience as a marketing manager or equivalent experiences
- Experience writing optimized digital content for webpages, blogs, digital ads
- Strong analytical and communication skills
- Knowledge of web analytics with the ability to use data to deliver actionable insights and content recommendations
- Keen eye for detail with knowledge of brand and creative principles for digital advertising and web
- Excellent project management and organizational skills with the ability to manage multiple projects at once – including managing programs and campaigns across several verticals and industries
- Experience with creating lead-gen landing pages and an optimized customer web-journey

### About the Role

The Marketing and Communications Manager will create content, drive new processes and build an integrated marketing plan and strategy. Shad is on a trajectory to expand our 1000-person program and we need a content marketer that can help us increase our reach to audiences across Canada.

With your natural strategic thinking, you will help build an integrated marketing plan and strategy that drives our external marketing and lead gen deliverables. You will create content that helps us recruit students, inform donors and build awareness of our STEAM and entrepreneurship program.

For most of the year, this role will have regular business hours. This position may require some pan-Canadian travel. Given the nature of the Shad program, hosted at campuses across the country, all Shad team members are not eligible for vacation during the month of July or other period(s) when a Shad program occurs.

Shad Canada values the diverse and intersectional identities of its participants and team members. We believe that equity and diversity is an integral part of the Shad community and are committed to accessibility for all. We look for applicants who embrace our values of equity, anti-racism and inclusion. As such, we encourage applications from candidates who have been historically disadvantaged and marginalized, including applicants who identify as First Nations, Métis and/or Inuit/Inuk, Black, racialized, a person with a disability, women and/or 2SLGBTQ+. All qualified candidates are encouraged to apply.

***Interested applicants apply to [hire@shad.ca](mailto:hire@shad.ca) by December 1, 2021. Please include a cover letter along with your CV and include the position you are applying for in the Subject Line.***

We thank all applicants but only those selected for an interview will be contacted.

