

**Job Title:** Director, Lead Generation

**Location:** Waterloo – in office with work from home option days

**Reports to:** VP, Marketing & Communications

**Organization:** Shad Canada

**Type:** Full-time, Permanent

### About Shad Canada

Shad Canada is a national non-profit that empowers exceptional high school students to unlock their full potential through immersive STEAM and entrepreneurship programming. Each year, hundreds of students from across the country attend our transformational program that builds leadership, innovation, and real-world problem-solving skills.

At Shad, we believe youth can—and should—shape a better future. Join us in connecting tomorrow's leaders with opportunities that help them thrive.

### Position Overview

Shad Canada is seeking a data-driven and results-oriented Director, Lead Generation to develop and execute strategies that grow the organization's pipeline of prospective students, educators, and program advocates. This leadership role is responsible for designing multi-channel campaigns that drive awareness, engagement, and conversions—ultimately increasing applications to Shad's programs.

The Director will also oversee all communications to ensure consistent, compelling messaging across all Shad departments.

The ideal candidate combines performance marketing expertise with strong strategic insight, and a passion for empowering youth through education.

### Key Responsibilities

#### Strategy & Planning

- Design and execute national lead generation strategies to grow the top of the recruitment funnel for Shad's programs.
- Own and optimize the entire lead lifecycle—from awareness to conversion—across digital, email, events, and partnerships.
- Identify key audiences (e.g. students, parents, educators, guidance counselors) and tailor campaigns accordingly.
- Develop annual plans, KPIs, and ROI targets tied to student acquisition and awareness goals.
- Oversee communications to ensure consistent, compelling messaging across all Shad departments.

#### Campaign Development & Execution

- Lead the planning and execution of multi-channel marketing campaigns (paid social, search, email, influencer, partnerships, etc.).
- Develop content and work closely with the Creative team to develop compelling assets and messaging.
- Support the Director of Recruitment in their national event strategy (e.g., school visits, info sessions, webinars) that support lead generation and nurturing.
- Leverage CRM and marketing automation tools (e.g., Salesforce) to personalize and scale outreach.



### Analytics & Optimization

- Analyze campaign and funnel performance regularly, using insights to drive continuous improvement.
- Implement A/B testing strategies and optimize lead capture forms, landing pages, and CTAs.
- Maintain clear reporting dashboards and communicate performance to leadership.
- Leverage AI tools to enhance efficiency, streamline workflows, and support data-informed decision-making.

### Collaboration & Leadership

- Partner closely with Recruitment, Alumni, Advancement and External Relations teams to align messaging and tactics across the funnel.
- Manage a team of three contributors: Social Media Lead, Creative Lead and Communications Lead

### Qualifications

- 7+ years of experience in digital marketing, performance marketing, or lead generation.
- Demonstrated success running national lead-gen campaigns with measurable results.
- Deep understanding of lead funnels, segmentation, targeting, and nurturing strategies.
- Proficient in tools like Google Ads, LinkedIn Ads, Google Analytics, and email marketing platforms.
- Strong project management and collaboration skills, with a bias for action.
- Experience working with or managing CRM and marketing automation platforms.
- Passion for youth development, education, or mission-driven work.

### Why Join Shad Canada?

- Be part of a mission-driven team shaping Canada's next generation of leaders.
- National impact, innovative culture, and opportunities for professional growth.
- Competitive salary and benefits package.

### To Apply:

Please submit your resume and cover letter to [hiring@shad.ca](mailto:hiring@shad.ca) by July 2. Applications will be reviewed on a rolling basis.

**Shad Canada** values the diverse and intersecting identities of its participants, team members and contractors. 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, antiracism, 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.

