



**Ontario
REALTORS Care®
Foundation**

Senior Manager, Marketing and Communications

Full Time, Permanent

Hybrid – 2-3 days per week in office, Toronto

About The Ontario REALTORS® Care Foundation (ORCF)

The OREA Foundation was founded as the Canadian Real Estate Board Foundation - Ontario Fund in 1967 as part of the Canadian Real Estate Association (CREA) Foundation. In 1977 the Foundation returned as a provincial organization -- named the Ontario Real Estate Association (OREA) Foundation. For 22 years, from 1977 to 1999, grants were made to a variety of charitable organizations across Ontario. In 1999 the decision was made to focus grant monies primarily to shelter-based charitable organizations.

Four years later the Foundation celebrated another exciting change. In 2006 the name of the Ontario Real Estate Association (OREA) Foundation changed to the Ontario REALTORS® Care Foundation. Since its original inception the Foundation has granted more than \$14 million, on behalf of the Ontario REALTORS® to shelter-based organizations across the province.

Mission Statement

The Ontario REALTORS Care® Foundation enables and empowers REALTORS® across Ontario to fundraise in support of shelter-related causes in the communities in which they live and work.

Vision Statement

The Ontario REALTORS Care® Foundation will raise at least \$5 million per year by 2027.

To learn more about the work of The Ontario REALTORS Care® Foundation visit www.realtorscareontario.ca.

About the Position

The Senior Manager, Marketing and Communications reports directly to the Ontario REALTORS Care® Foundation Executive Director. This position will be responsible

for ensuring all communication products meet a high standard for quality, branding and delivery.

KEY RESPONSIBILITIES:

Marketing and Communications:

- Create and implement an annual marketing and communications strategy.
- Develop, prepare and manage the production of print and electronic communication and marketing materials for both internal and external audiences.
- Manage and support the delivery of our Real Heart Program.
- Write compelling pieces for community engagement, fundraising and awareness.
- Develop communications and marketing materials for all new and existing fundraising events and programs.
- Bring an inclusive lens to our marketing and communications materials, ensuring to be conscious of inclusive language, perspective and voices.

Website, Digital and Social Media:

- Create and manage digital marketing campaigns.
- Plan and oversee the day-to-day management of the ORCF website.
- Develop and maintain website editorial and standardization policy.
- Work cross functionally to understand stakeholder needs to design and implement content changes to website.
- Perform regular website audits to ensure regular updates and improvements.
- Create strong written and digital content through multimedia formats including print, online, video, and social platforms.
- Analyze website data and other feedback to evaluate effectiveness and help improve web strategy.
- Manage governance of the website to ensure new content is appropriate, fits the website strategy and maintains proper tone.

Administration:

- Receive, track and process departmental invoices.
- Create and manage marketing and communications budgets.
- Manage third party vendor relationships.
- Participate in team meetings and planning sessions as required.

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

- Post-secondary education in public relations, marketing, communications, digital marketing, or relevant field.
- 4-5 years of experience in a digital communications role with social media and digital responsibilities.

- Solid understanding of integrated marketing and campaigns, media relations and communications.
- Superior writing skills, accuracy, and attention to detail.
- Superior verbal communication skills.
- Ability to apply creativity to a wide variety of challenges.
- Ability to work well independently and in a team environment.
- Outstanding interpersonal skills with ability to build strong internal and external relationships.
- Technical savvy, comfortable working with web and social applications and proficiency in Microsoft Office and social media management tools.
- Highly organized and able to manage priorities in a high demand environment
- Willing to travel if required.
- Flexible to work occasional evenings and weekends if required.

Other Details

Benefits:

- Dental care
- Extended health care
- Life insurance
- On-site parking
- Paid time off
- RPP match
- Vision care

Work Location: Hybrid remote in Toronto, ON

Salary Range: \$75,000-\$85,000 per annum

Application deadline: Friday, March 31, 2023

Interested applicants should send their resume and cover letter in confidence to recruit@orcf.ca on or before Friday, March 31, 2023. We thank all applicants in advance of their interest in the Ontario REALTORS Care® Foundation but only those selected for an interview will be contacted.

The Ontario REALTORS Care® Foundation will provide reasonable accommodation upon request. Please let us know if you have a need for any accommodation.