

TITLE:

MARKETING DIRECTOR

FULL TIME



LOCATION

USA or Canada

Date Posted: January 12, 2021

REPORTS TO

Vice President, Operations

WHO WE ARE

Comment Magazine is one of the core publications of Cardus. In our print and online essays, we zoom in on the multiple components that make up North America's social architecture: the institutions that serve as the scaffolding and skeleton of social life.

GENERAL JOB DESCRIPTION

The Marketing Director is responsible for helping *Comment Magazine* **expand** its reach and **deepen** audience engagement. The Director will build and coordinate our audience growth and engagement systems, by leveraging new and existing assets to build brand visibility in the right quarters, by helping the editorial side develop content that provides meaningful perceived value to our target audience, and by building an integrated engagement strategy that takes *Comment* the magazine and matures it into *Comment* the community.

This position is permanent and full-time. The Director can work remotely, or with Cardus teammates in Hamilton, Ontario; Ottawa, Ontario; or Washington, D.C.

CORE COMPETENCIES & REQUIREMENTS

The ideal candidate will have experience looking at the holistic picture of an organization's or publication's PR and marketing goals, and leveraging a diverse array of assets to achieve them, including digital and print content, digital marketing tools (e.g. social media, email), affiliate networks and institutions, events, current and lapsed subscribers, the personal brand of the leader and other signature voices, bonus product offers, etc. We are looking for someone who's technically brilliant, who's bullish on all the people and organizations yet to be served and delighted by *Comment*, a self-starter with a dogged work ethic and gregarious relational sensibility. The ideal candidate will have developed a wide palette of appreciation for individuals and institutions from across the ideological and cultural spectrum.

- **Education:** Associate's or Bachelor's
- **Work Experience:** Minimum 5 years' experience in communications, PR, or marketing; proven track record running (and preferably building) strong marketing operations; experience designing events that connect ideas and build relationships
- **Knowledge areas:** Inbound marketing, digital audience growth/engagement; background in theology and culture/society a plus
- **Competencies:** Teamwork, planning and time management, clear communication, event design
- **Computer/Tech Skills:** Project management and teamwork tools (we use Asana), standard office apps, CRM and email management familiarity (Salesforce, Pardot)
- **Travel:** Can expect to travel a minimum of 10 percent for networking, event management, and relationship-building; our staff is split between Washington, D.C., Hamilton, Ontario, and Ottawa, Ontario, and the employee can expect some travel to spend time with teams.

Priority **JOB EMPHASES**

- 1 Coordinate our audience growth and engagement systems** – Building on conceptual priorities and vehicles in our strategic plan, help *Comment* run an efficient web, email, social, and print marketing operation that allows us to reach and excite hundreds of thousands of the right people.
- 2 Leverage new and existing assets to build brand visibility** – Work with editors, columnists, mission partners, and others to build awareness of and interest in *Comment* in strategic circles.
- 3 Help the editorial/content side develop content and forms of content that provide meaningful perceived value to our target audience, converting them from consumers into owners** – Work closely with content producers to equip them to develop and run products that operate soundly within our Flywheel and Story Brand models and continue to organically attract, engage, and delight their audiences.
- 4 Track results and communicate insights** – Relentlessly track and evaluate KPIs, reporting results and communicating insights to the team and feeding those insights back into a cycle of self-examination and improvement.

EXPECTATIONS (KPIs)

- Achieve audience SIZE and ENGAGEMENT LEVEL goals per defined metrics
- Achieve strategic BRAND VISIBILITY goals per defined metrics

WORK CONDITIONS

- Manual dexterity required to use desktop and/or laptop computer and peripherals
- Open office environment
- Climb and descend stairs

HOW TO APPLY

- Prepare and attach a detailed and well-considered cover letter, speaking specifically to how your skills and passions align with *Comment's* mission. Keep your cover letter to two pages.
- Applications without a cover letter will be ignored.
- Apply using the Fitzii recruiting platform (orange APPLY NOW buttons). Applications will not be accepted by email or any other platform.
- We thank all applicants for interest, but will respond only to those with whom we would like to pursue an interview.
- Posting remains open until position is filled.