

Advertising & Marketing Manager

Compassionate Care Home & Hospital Health Inc.

Full-time, Permanent

[Apply on Company Site](#)

Job details

Job type

Full-time

Permanent

Qualifications

- Bachelor's Degree (Required)
- Marketing: 1 year (Required)
- Work authorization (Preferred)
- Day Shift (Preferred)
- English (Preferred)

Benefits

Dental care

Employee Assistance Program

Extended Health Care

Flexible schedule

Paid time off

Vision care

Full Job Description

Job Description:

Compassionate Care Home & Hospital Health Inc. is currently welcoming a Manager, Marketing Operations to join our team.

This role has been established to manage the market communications support function for our corporation. The successful candidate will lead the development and execution of marketing

communication strategies to support ongoing organization requirements; and will play a key role in the articulation and ongoing development of our brand.

Specific objectives for this role include:

- To develop and implement a market communications strategy that supports our initiatives
- Our client management - appointment reminders, Care Club, etc.
- New client acquisitions
- Support for recruiting initiatives
- Execution of marketing tools for hospitals and care homes.
- Execution of internal marketing collateral for our stakeholders.

Responsibilities

- Home care and Hospital Marketing: responsible for the development and execution of marketing support, this may include media and direct advertising campaigns (print, web, direct mail, B2B material, collateral)
- Management of digital properties (websites, apps etc.) and tactics (i.e., SEM, SEO etc.)
- Responsible for the development of marketing plans and digital channels component of the annual marketing calendar
- Lead, coach and develop the marketing operations team as they implement advertising initiatives, develop assets and processes
- Nurture collaborative working relationships with all internal stakeholders and with various levels within the organization to ensure brand elements are well understood and business unit alignment
- Ensure a consistent image and voice or tone is used for all communications in the marketplace
- Manage the relationship with external agencies, provide direction and coordination, deliver appropriate tactical marketing campaign communication material
- Other special projects as required

Qualifications

- 2-4 years' experience in marketing, marketing operations and advertising
- Post-Secondary education in relevant field of computers, business, marketing or communications
- Strategic planning and budget development skills
- Experienced project manager in a marketing role
- Experience in working with creative teams to develop marketing assets
- Demonstrated ability to lead, coach and develop people
- Must possess a working knowledge of new technologies, specifically in web-based promotions, apps and website design
- Experience working in an organization that focuses on generation of e-commerce and new client initiatives
- Strong communications, leadership and teamwork skills
- Spoken and written knowledge of French would be an asset

What we Offer

Join our team and you will make a huge difference in the lives of pets and their families!

- A caring culture of Wellness and Appreciation!
- Continuing education; leadership/ professional development
- Paid wellness days, sick days, and vacation time
- Employee assistance program
- Exceptional career development: there is room to grow here!
- Referral Bonus Rewards
- E-tools to assist with meditation, better sleep, exercise, and focus

Job Types: Full-time, Permanent

Salary: \$54,000.00-\$65,000.00 per year

Benefits:

- Dental care
- Extended health care
- Flexible schedule
- Paid time off
- Vision care

Schedule:

- 8 hour shift

Education:

- Bachelor's Degree (required)

Experience:

- Marketing: 1 year (required)

Language:

- English (preferred)

Shift Availability

- Day Shift (preferred)

Work Location: Remote