



MARKETING/TRAINING DIRECTOR

Job Title:	MARKETING/TRAINING DIRECTOR	Job Category:	Management
Location:	Remote Office	Travel Required:	Yes
Salary Range:	\$60,000 - \$70,000 per year	Position Type:	Full Time – 35 Hours

Job Description

OFNEDA VISION

The Ontario First Nations Economic Developers Association will promote and support a working environment and resources for our members / stakeholders that will enhance and promote economies that are viable and culturally sensitive, as defined by each First Nation community.

OFNEDA MISSION

To empower and support economic sustainability through capacity building, networking and access to technical expertise, best practices and information sharing to our members/stakeholders while recognizing the unique and diverse nature of each First Nation.

QUALIFICATIONS

OFNEDA will consider candidates that possess an adequate combination of skills and experiences required to successfully fulfil this role. All candidates will have the flexibility to travel within the province of Ontario (and occasionally nationally) and must possess an excellent understanding of First Nation communities and culture. Candidates will also have a practical knowledge of First Nation economic development organizations and their mandates.

Although not mandatory, OFNEDA would expect candidates to have, at a minimum, the following experience and education qualifications:

1. University degree or college diploma in business or economics
2. Three years of marketing/training coordination experience, preferably in a similar role
 - a. Includes the ability to prepare an annual budget.
 - b. Includes the ability to prepare funding proposals.
3. Proficiency in the Microsoft Office Suite of Products

In addition to above, candidates must also possess the following personal attributes:

4. Superior communication skills
5. Excellent organizational and time management skills
6. Ability to work from a home-based office with minimal supervision.
7. Working knowledge of social media and website administration.



MARKETING/TRAINING DIRECTOR

GENERAL DESCRIPTION

The Marketing/Training Director is responsible for the strategic marketing of OFNEDA as well as the development and delivery of training programs for Association member. The Director's mandate is to:

- i. Build brand confidence to support the growth mandate of OFNEDA through strategic partnerships, sponsorships and relationships.
- ii. Communicate key Association messages through traditional marketing and social media channels.
- iii. communicate updates to Members on new programs and funding opportunities.
- iv. identify and coordinate training seminars for members.
- v. aide the executive director in delivering support services.
- vi. promote various advertising opportunities on the OFNEDA website, newsletter and other social media channels.
- vii. Promotional and sponsorship lead for the annual OFNEDA conference.

Intermittently, the coordination of financial information with contracted service providers may be required. Also, attendance and or participation in conferences and workshops led by outside organization may be required.

POSITION RESPONSIBILITIES

The Marketing / Training Director's primary role is to:

- Understand OFNEDA's mandate and deliver information about the organization.
- Develop and implement an annual marketing/training work plan for the Executive Director's approval.
 - Establish marketing/training objectives and promotional/training budget with detailed initiatives to grow membership, sponsorship, participation in events, workshops, conferences.
 - Allocate material, financial and human resources to implement the organization's marketing/training strategies and achieve its objectives.
 - Enhance and build partnerships with the business community in order to build the membership and provide more advertising revenue from the website, newsletter and social media.
 - Promote and help coordinate an improved professional development curriculum with other FN institutions.
 - Liaise with other FN institutions and organizations to promote membership, sponsorship, training and advertising revenues.
- Communicate constantly with the Executive Director on marketing/training initiatives for approvals and evaluation.
- Coordinate with the accountant on the processing and timely filing of payments and spending for the organization on marketing/training initiatives.
- Communicate effectively and respond timely to requests from the Executive Director, the Executive Board, members, consultants and potential advertisers/sponsors.
- Internal lead in the development and management of the OFNEDA annual conference
- Operate under the organizations policies, controls and procedures.
- Other tasks/duties/responsibilities as requested by the Executive Director.



MARKETING/TRAINING DIRECTOR

KEY RELATIONSHIPS

In addition to key internal and member relationships, the Marketing / Training Director is required to foster and maintain effective working relationships with:

- Indigenous Services Canada (ISC)
- Ministry of Indigenous Affairs (Ontario)
- FN Economic Development Officers
- First Nations
- Provincial Territorial Offices (PTO's)
- Tribal Councils (TC's)
- Other Indigenous Organizations (CANDO, CCAB, ITAC, etc.)
- Business Organizations interested in doing business with First Nations
- Various marketing channels and consultants
- Indigenous training consultants

REPORTING AND AUTHORITIES

The Marketing/Training Director reports directly to the Executive Director of OFNEDA. The Marketing/Training Director is also an ex-officio member of the Executive Committee and the Board of Directors.



The Marketing/Training Director is a key resource in the development and delivery of the approved marketing/training plan and budget, strategies, training topics, training consultant agreements, spending, communication, and promotional campaigns. Final authority and approval power remains at the Executive Director level.

Reviewed By:	Name	Date:	Date
Approved By:	Name	Date:	Date