



Employment Opportunity

Marketing/Training Director

Applications are now being accepted for the following remote **Full Time Permanent** position:

Marketing/Training Director

The Marketing/Training Director is responsible for the strategic marketing and training program development and execution of the association. Some coordination on financial information with contracted service providers and conferences and workshops with other organizations. The Director's mandate is to help build awareness and growth of the association and its' membership and sponsorship through various marketing/social media channels; communicate updates on new programs and funding opportunities; identify and coordinate training seminars for members; aide the executive director in delivering support services; promote various advertising opportunities on the OFNEDA website, newsletter and other social media channels; and help coordinate the annual conference.

POSITION RESPONSIBILITIES

PRIMARY DUTIES

- Understand OFNEDA's mandate to deliver information about the organization
- Establish marketing/training objectives and promotional/training budget with detailed initiatives to grow membership, sponsorship, participation in events, workshops, and conferences.
- Communicate constantly with the Executive Director on marketing/training initiatives for approvals and evaluation.
- Allocate material, financial and human resources to implement the organization's marketing/training strategies and achieve its objectives.
- Operate under the organizations policies, controls and procedures.
- Formulate and gain approval on promotional campaigns/training workshops and spend.
- Develop an annual marketing/training work plan for the Executive Director's approval.
- 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.
- Enhance and build partnerships with the business community 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.
- Oversee the continued development of the organizations website to provide the required information to promote the growth and support of its' membership

SECONDARY DUTIES

- Be familiar with and liaise with other First Nation institutions and organizations to promote membership, sponsorship, training and advertising revenues.
- Other tasks/duties/responsibilities as requested by the Executive Director.

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



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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:

- University degree or college diploma in business or economics
- Three years of marketing/training coordination experience preferably in a similar role
- Superior communication skills
- Excellent organizational and time management skills
- Proven proposal writing skills
- Budgeting experience
- Flexibility to travel
- Knowledge of First Nation economic development organizations and their mandates
- Ability to work from a home-based office with minimal supervision.

TERMS OF EMPLOYMENT

This is a remote Full Time Permanent position beginning immediately. Annual salary range for this position is \$70,000 to \$75,000 per year based on a 35-hour work week.

APPLICATION PROCESS

Cover letter, resume, along with email address and phone number of two employment references are required for a complete application package. Incomplete or late application package will not be considered.

Please submit application package to:

Tiffany Taylor, Recruitment Officer for OFNEDA
Cambium Indigenous Professional Services (CIPS)
t.taylor@indigenousaware.com

Deadline for Applications: Friday, February 14, 2025 @ 4:30 p.m.

Job description can be found on the OFNEDA website: www.ofneda.ca or by emailing the above contact.