



MARKETING MANAGER Contract PT | JOB POSTING

ABOUT CAREER PROFESSIONALS OF CANADA

Career Professionals of Canada (“CPC”) is a member-run, volunteer-driven social enterprise. We are a leading national association for career practitioners supporting the Canadian labour market. We provide member benefits, courses, and certifications. We help our members gain contacts, credentials, and credibility within the profession.

Our membership includes career professionals in universities and colleges, government organizations, non-profit services, and private sector businesses. Our members provide quality career services, comply with a strict code of professional conduct, and offer career development expertise to assist clients in successfully navigating through the world of work.

For more information on our organization, please visit <https://careerprocanada.ca/>.

ROLE

CPC is growing and we have created a new position to drive marketing and sales of membership, courses, and certification.

- **Function:** Primary responsibility is inside sales. Also accountable for strategic business development.
- **Reporting:** The marketing manager reports to the executive director of CPC.
- **Position:** Independent contractor. This is an hourly, contract role.
- **Location:** This position is remote and is open to individuals located and eligible to work in Canada.
- **Hours:** Initially, we will require a commitment of up to ten hours per work week.
- **Compensation:** Hourly rate based on experience. Benefits include membership to CPC and access to all programs, courses, and certifications at no cost.

RESPONSIBILITIES

The marketing manager is required to:

- Sell membership, courses, and certification to prospects. Employ effective sales strategies to convert prospects with the primary objective of increasing revenue and retention:
 - Understand and be able to articulate CPC’s values, vision, mission, and programs.
 - Handle inquiries from prospects and members via email, phone, and Zoom.
 - Respond to membership questions and help new members sign up.
 - Direct and support prospects in registering for membership, courses, and certification.
- Identify and develop new channels for recruiting members across the country. Establish and manage innovative outreach activities.
 - Create awareness and drive growth on social media (LinkedIn, Facebook, Twitter)
 - Build relationships with prospective members and other stakeholders.
 - Develop effective messaging, represent CPC, and promote programs to organizations.
- Proactively implement and manage engagement strategies to grow membership, drive registrations, and increase member retention.
 - Produce monthly statistical reports and metrics against predetermined targets.
 - Create and maintain email templates, social media content, and resources for prospects.
 - Participate in leadership team and committee meetings as appropriate.

QUALIFICATIONS

- 3 years of experience in inside sales and business development is required.
- An undergraduate degree or equivalent in marketing is required.
- Business development experience in a member-driven association is preferred.
- Involvement in the career development sector is desired.





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ATTRIBUTES

You have the following attributes that will make you a good fit for the role:

- **High professional standards.** Your values align with CPC's *Code of Professional Conduct*. You subscribe to the principles of ethics, integrity, professionalism, competence, diversity, inclusion, community, and relationships.
- **Numbers and results driven.** You have strong knowledge of the sales process from initiation to close and are highly motivated by achieving sales quotas and goals.
- **People person.** You enjoy communicating with people by email, phone, and on Zoom. You know how to interact and build strong relations with colleagues and stakeholders in our profession.
- **Remote worker.** You are technically savvy and comfortable working remotely. You have a fast and secure internet connection, and work in a space where there is no distraction.
- **Self-directed.** You have exceptional time management skills. You return calls promptly, manage projects effectively, and meet ongoing deadlines.
- **Online relationship builder.** You have hands on experience working with digital communications. You know how to connect with colleagues and build relationships through social media.
- **Collaborative.** You thrive working in a small, multi-functional team environment. You are flexible in response to CPC's evolving needs.
- **Skilled writer.** You can write communications for a range of audiences. You have strong copy-editing and proofreading skills and use Microsoft Office at an intermediate to advanced level.
- **Value career development.** You have a genuine interest in the profession. You know the value of CPC's membership, courses, and certifications, and you are energized by the opportunity to help grow our association.

HOW TO APPLY

To be considered for this opportunity, please submit your résumé and cover letter to info@careerprocanada.ca with the subject line: CPC Marketing Manager.

Deadline: December 5, 2021

E-mail: info@CareerProCanada.ca

Reference: CPC Marketing Manager

Organization Contact: Career Professionals of Canada Selection Committee

