

## **Supply Chain Canada (SCC)**

### **Director of Marketing, Sales, and Communications**

#### **The Person**

Are you a marketing and communication professional, looking for a chance to make a real impact? Are you interested in working with a small but talented and committed team of professionals across the country where you can use your skills and abilities to see tangible results? Are you looking for a fully remote working environment and a chance to see your work in action? Supply Chain Canada is seeking a full-time Director Marketing, Sales, and Communications.

#### **The Organization**

For 100 years Supply Chain Canada (SCC) has been Canada's largest member-focused association for supply chain professionals. Our growing member professional represent key supply chain roles such as procurement, supplier development, contract management, forecasting, demand planning, risk management, sustainability, logistics, inventory management, warehousing, transportation, operations and more, to both public and private sectors.

SCC is the leading national source of supply chain training, education, and professional development in the country. Through our territorial and provincial partners, SCC grants the SCMP (Supply Chain Management Professional) designation, the highest achievement in the field.

#### **The Position**

The Director, Marketing, Sales, and Communications is a key member of the senior management team. Reporting to the President and CEO, you will lead the national marketing, sales and communication strategies and activities. You will also collaborate with our partners across the country, to support the local implementation strategies and activities to support members. This position has the potential for growth into a VP role for the right candidate.

#### **Key Duties and Responsibilities**

- Create and implement a national marketing and sales strategy aligned with the national strategic plan while collaborating with our provincial partners.
- Lead a Marketing Working group with representation from across partner institutes and collaborate on policies, procedures and deliverables that ensure consistency in brand identity and voice.
- Manage the annual marketing budget and monitor spending. Use data analytics to demonstrate ROI and chart impact where feasible.
- Seek out and develop news, markets, and business opportunities for the organization.

- Facilitate the update of the strategic communications and media relations plan to strengthen the SCC brand.
- Responsible for brand visual identity, ensuring consistency in style and voice across print and digital channels.
- Oversee the delivery of the annual in person National Conference and virtual Symposium from inception to completion.
- Lead the development of creative look & feel and all marketing assets for campaigns promoting in person National Conference and virtual Symposium.
- Participate on SCC's Senior Leadership Team.

### **Qualifications and Education**

- Bachelor's degree or minimum 2-year diploma and relevant equivalent industry experience; in marketing, communications, or sales.
- At least five (5) years of relevant industry experience. Marketing, Communication, Sales, and or Event Planning.
- Comfortable creating virtual connections using social media, video conference, email, and mobile business tools.
- Proven ability to identify, understand and develop target markets.
- Proven ability to manage professional and business partnership relationships.
- Proven ability with mass communication strategies
- Ability to excel in a remote working environment.
- Professional phone, email and people skills are essential.

### **Benefits**

- Fully remote
- Dental plan
- Extended Health plan
- Vision plan
- Disability insurance
- Life insurance
- Paid vacation and sick time.
- Group RSP with employer match

### **Salary Range (based on skills, knowledge, and experience)**

\$85,000 – \$95,000 annually

**APPLICATIONS TO BE FORWARDED BY JANUARY 28, 2024 TO:**

**LISA HOLMES - LHOLMES@SUPPLYCHAINCANADA.COM**