

Director of Brand & Marketing

ABOUT TREK FOR TEENS

The Trek for Teens Foundation is an entirely youth-led and volunteer-run charity that focuses on raising funds and awareness for youth experiencing homelessness in Canada. We strongly believe in youth helping youth, and therefore our team is primarily made up of post-secondary students and young professionals across multiple cities in Ontario and Quebec. We strive to ensure our team member's personal growth is aligned to their work at the charity, and that they are able to develop professionally through our organization.

DESCRIPTION

The Director of Brand & Marketing is responsible for our online presence (e.g. website, social media platforms, etc.), all branding related activities, and marketing materials. The Director role is responsible for the Brand & Marketing Department, overseeing work related to improving the website, growing our social media presence, developing our branding, creating branding and marketing material, writing monthly internal and external newsletters, supporting our events, and more. The Director will also have an opportunity to innovate and find better ways to make our brand more engaging and tailored to specific audiences by using industry best practices.

Through this position, the candidate will truly be able to help the greater community while gaining knowledge about youth homelessness and skills in marketing, brand development, social media, website design, graphic design, and more.

RESPONSIBILITIES

- Participate in regular meetings with the VP Operations, with your team, and attend monthly executive meetings (2nd Saturday of the month in the mornings)
- Participate in the recruitment of your team and lead your respective team
- Improve our online presence (e.g. website, social media, etc.)
- Ensure brand consistency across the organization
- Develop our branding to be more engaging and appealing
- Create tailored marketing material

QUALIFICATIONS

- Dedication to the cause of youth homelessness
- Some knowledge in brand management, marketing, social media, and website development
- Strong communication, organization, and commitment
- Attention to detail and spotting inconsistencies in our branding

COMMITMENT



We expect a minimum commitment to this position for 1 year. However, our members often choose to remain in their position beyond their expected commitment, or transition to positions beyond their current role.

The expected weekly time commitment is 3-5 hours. This is a mainly remote role, with occasional in-person engagement. This is an entirely volunteer role.

APPLY NOW

Send your **resume** and **cover letter** to our Director of Human Resources.

SUBJECT LINE

Application: Brand & Marketing Director - Firstname Lastname

EMAIL hr@trekforteens.com

Applications to this position will be considered on a rolling basis. We will be in touch within a few days regarding an interview opportunity.