



Brand and Marketing Manager

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 Brand and Marketing Manager is responsible for advertising events. They will communicate with the Director of Brand and Marketing updates needed for the Trek for Teens website along with any other media spaces including the monthly newsletters. Through this position, the candidate will truly be able to help the greater community while gaining knowledge about youth homelessness and skills in event coordination, leadership, and volunteer organization.

RESPONSIBILITIES

1. Develop and implement brand and content strategies to increase Trek for Teens' visibility, engagement, and community impact. analyzing data, and setting brand objectives and key performance indicators
2. Develop and enhance the organization's brand identity, messaging, and positioning to better engage diverse audiences.
3. Ensure brand consistency across all internal and external communications, marketing materials, and digital assets.
4. Create tailored marketing and promotional materials, including presentations, brochures, digital advertisements, social media content, and campaign assets.
5. Collaborate with internal departments to identify marketing needs and develop effective communication strategies.
6. Work closely with other departments, such as fundraising, human resources, and corporate relations, to ensure cohesive and effective marketing efforts.
7. Monitor and analyze the performance of marketing campaigns and brand initiatives. Use data to make informed decisions and optimize strategies for better results.

QUALIFICATIONS

- Some knowledge in brand management, marketing, social media, and website development
- Strong communication skills and work ethic
- Digital art experience (e.g., Canva) is an asset

COMMITMENT

We expect a minimum commitment to this position for one 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 remote role, with occasional in-person engagement.



APPLY NOW

Send your **resume** and **cover letter** to our Hiring Manager.

SUBJECT LINE

Application: Brand and Marketing Manager - Firstname Lastname

EMAIL
hiring@trekforteens.com

Applications to this position will be considered on a rolling basis. Only successful applicants will be contacted for an interview.