

## Our Organization

The Haven offers online and on-campus group programs that help people build richer relationships with themselves and others. For more than 35 years, The Haven has developed innovative approaches to teaching and learning, challenging thousands of people to define and shape their own lives. Our educational centre on Gabriola Island offers a natural environment that supports personal, professional and group exploration and learning. We encourage you to learn more about us on our website and on social media @havengabriola

## The Position

We are seeking a Marketing, Communications & Brand Manager who is passionate about representing The Haven internally and externally to enhance the organization's profile and further strengthen our brand presence in the health, wellness education market. The primary function of your role is to creatively promote The Haven brand, culture and message within our existing and prospective communities.

This role is best suited for a self-starter with a positive personality who enjoys the hustle and bustle found within the day-to-day operations of a dynamic and constantly changing work environment. Someone who can roll up their sleeves and lead on any number of projects simultaneously – and wants to be a part of our continuing development, growth and success.

The successful candidate will lead on a variety of web-based projects, oversee a Digital Marketing Specialist position and work collaboratively with the Online Community and Program Manager in strategic planning and the creation of the annual marketing timeline and social media plan. This position also oversees and makes strategic decisions around internal technology transformation.

## The Candidate

We are looking for an individual to embark on an education and wellness journey with The Haven on a personal and professional level. As a Marketing, Communications and Brand Manager, you are highly creative and place a high emphasis on relationship building, attention to detail, execution of profitable and effective customer engagement and multi-channel marketing strategies that will drive customer acquisition, retention, and cross-sell efforts.

You have experience in web development, graphic design, copywriting, video editing, and social media management, and a track record of content management. You also know how to craft a press release and create partnerships for third-party marketing opportunities. You enjoy developing new processes, systems, and building marketing strategies that helps The Haven thrive. You're well-versed in organizational software and technologies and can make recommendations and guide transitions.

This position is a full-time 6-month contract position, with the opportunity to renew or possibly move into a full-time salaried position. You will be working closely with the Online Community and Program Manager and with a number of other areas and most importantly, you will play a key role in expanding The Haven's reach and impact in the world.

The Communications, Marketing & Brand Manager role reports directly to the Director of Shared Services & Community Liaison.

## Specific responsibilities include:

### Communications:

- Develop and implement effective internal and external communication strategies.
- Create and implement PR strategy for key communities.
- Create and finalize press releases, web content, infographics, blogs, targeted sales packages and internal and external newsletters.
- Prepare media activity and related reports and present to team and senior management.
- Respond to communications-related issues in a timely manner.

### Marketing:

- Direct, plan, and coordinate marketing strategy.
- Mentor, support, and oversee the Digital Marketing Specialist.
- Oversee and co-create the design, content, and production of all marketing materials.

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- Initiate and coordinate third-party marketing opportunities, including podcasts, radio, tv, wellness events, etc.
- Identify new customers and develop new lead generation strategy.
- Develop budget and track ROIs.
- Lead on strategy for discounts, promos, and other initiatives to drive brand awareness and customer satisfaction.
- Evaluate competitors, consumer behavior, and market trends and share key insights with team to influence programming content, pricing and scheduling, Haven store product and pricing, and resort offerings.
- Create communication and marketing strategies for new Haven-branded products, programs, events, campaigns, and more.

#### **Web Development & IT:**

- Lead in strategy, design, testing, implementation of new website (WordPress).
- Lead and manage integration of platforms: website, online store, appointment scheduling software, content library, Retreat Guru, e-learning, possible CRM, and others.
- Lead in research, implementation, and training for new online store and appointment scheduling softwares.
- Analyze and report on SEO and website traffic and performance metrics.
- Lead integration of pixel-tracking to trace and report on conversions and lost leads.
- Champion UX and recommend/implement improvements.
- Keep website up to date with support from Digital Marketing Specialist.
- Possible implementation of CRM (Customer Relationship Management system, like HubSpot or Salesforce)
- Optimize Retreat Guru back-end (SEO, meta-descriptions, etc)
- Make recommendations for organizational software and IT infrastructure and project manage or guide transformations.

#### **Brand Presence and Management:**

- Create, implement and communicate style guide and brand standards.
- Develop custom brand management plans for each area (programs, store, etc., )
- Assist with Haven-branded product design, retail packaging as well as the creation of in-store marketing displays.
- Maintain contact with vendors to get critical input on how product design and implementation can be improved.
- Ensure all messaging, offerings, and activities are aligned with brand and company values.

#### **Justice, Equity, Diversity and Inclusion (JEDI):**

- Help create and clarify The Haven's diversity, equity and inclusion vision and strategy.
- Build, grow and direct the diversity, equity and inclusion vision and strategy for all areas of the business.
- Ensure all messaging, offerings, and activities are aligned with the organization's JEDI vision, principles and values.
- Work closely with the Director of Core Programs & Education and Online Community & Program Manager to ensure all programs begin to reflect The Haven's commitment to JEDI.

#### **Desired Qualifications & Skills:**

- Minimum 3 years of experience in communications, web development, or marketing.
- Enjoy working in a small organization and as part of a collaborative team.
- Degree in business, marketing, communications, or a related field.
- Strong technical proficiency working in both Mac and PC environments, and expert skills using the latest software packages, including Adobe Creative Suite.
- Familiarity with WordPress CMS.
- Experience with Microsoft 365 and cloud-based applications.
- Current on the latest standards, changes, and trends in copy, SEO, and visual design.
- Demonstrated ability to stay organized and work independently; ability to give and receive valuable design feedback.
- Exceptional communication and people skills.
- Self-driven and motivated to take initiative, perform analyses, investigate, troubleshoot, solve problems and make improvements; team-player with excellent interpersonal skills and a positive attitude.
- Excellent verbal and written communication skills; adaptability to a fast-paced environment is key.
- Fluent in Google suite, Excel, email etiquette and ability to learn new technical and digital programs quickly.
- Video and photography skill, an asset.
- Strong research and analytical skills.
- Budget management skills.
- Highly organized.
- Previous experience in managing direct report(s).
- Previous experience in developing communications, marketing, and brand strategies
- Understanding of public relations
- Passionate about creating a better understanding of JEDI throughout the organization and ensuring The Haven is striving to continuously improve in this area, one small or large step at a time.

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**Compensation:**

This is a full-time, contract, remote position with preference given to those who are able to access The Haven's location on Gabriola, as required. Compensation is based on experience, \$50K - \$60K/year for 40 hours of work per week. This contract has the potential to be extended.

**How to Apply:**

Please submit your resume (2-page max) and cover letter (1-page max), along with at least one sample of relevant work (in one document) online. Let us know how you found out about the position in your cover letter.

**Apply here:** [https://havenalive.formstack.com/forms/haven\\_job\\_application](https://havenalive.formstack.com/forms/haven_job_application)

**Apply by:** The position will remain open, until it is filled.

The Haven is committed to inclusion and diversity within its community and welcomes all applicants including but not limited to: Aboriginal peoples, visible minorities, all religions and ethnicities, persons with disabilities, LGBTQIA2S+ persons, and all others who may contribute to the further diversification of ideas. If you require special accommodations at any stage of the recruitment process, please indicate this in your cover letter.