

Leash Free Mississauga BOARD of DIRECTORS VOLUNTEER OPPORTUNITY

Director of Digital Marketing

(Member at Large)

Leash Free Mississauga (LFM) is looking for a Director of Digital Marketing to join our Board of Directors and manage the website and digital marketing activities of the organization.

Who We Are

Leash-Free Mississauga (LFM) is a non-profit organization affiliated with the City of Mississauga through the Community Group Registry Program. As an established member-driven, volunteer-run group of local residents, the organization works closely with the community and the City of Mississauga (Parks, Animal Services, and By-Law) to promote safe, friendly and fun Leash-Free Park Zones where responsible dog ownership is encouraged. We do this through advocating for additional Leash-Free Parks, improvements to existing parks, along with undertaking, public education, events, Leash-Free Park clean-ups, memberships and fundraising initiatives.

The Opportunity

Overall, as a digital marketer serving on LFM's board of directors, you will play a critical role in ensuring that the organization develops the necessary web, social media and communications to support LFM's mandate and goals. You will develop and implement effect digital marketing and communication programs to support the organizations public education, events and fundraising activities. Your knowledge and skills will play a key role in furthering Leash Free Mississauga's mandate.

Role of the Director of Digital Marketing

1. **Develop and implement digital marketing strategies and annual plans** to increase brand visibility and achieve LFM mission, values and goals.
2. **Lead and manage digital marketing initiatives**, including SEO/SEM, content creation, website, social media, email marketing, and graphic design professionals.
3. **Utilize analytic tools** to track campaign performance, interpret data, and make data-driven decisions for optimization. Stay up-to-date with digital technology and leverage new tools and platforms.
4. **Oversee the budget** for digital marketing campaigns and allocating resources effectively
5. **Works with internal teams, volunteers and outside vendors to develop, implement and evaluate multi-channel digital marketing**, website, social media and public education activities; uses analytics, data and trends to inform decision making.
6. **Collaborate with other board directors and the community** to integrate digital marketing with the overall business strategies and initiatives
7. **Direct social media strategies** that engage audiences, increase followers, and drive customer interaction.
8. **Conduct market research** to identify digital marketing opportunities.
9. **Work collaboratively with board members** to develop and support the overall mission, goals, financial and strategic direction of the organization.

Volunteer Opportunity

www.leashfreemississauga.ca

Knowledge, Skills & Abilities

1. Experience with digital marketing/marketing communications, content creation for messaging and promotions.
2. Knowledge of digital marketing analytics and search engine optimization.
3. Skill in tracking key performance indicators and making data-driven recommendations.
4. Skill in managing a website, and using social media platforms.
5. Strong command of the English language; ability to write concisely and efficiently to promote the mission of LFM.
6. Good organizational skills; ability to develop and execute digital marketing plans
7. Computer skills: Excellent knowledge and skill in using any of the following applications; Microsoft Office Suite, Adobe Design Suite, Google Analytics, Hootsuite, WIX, WordPress.
8. Experience in building strong relationships with stakeholders, partners, volunteers, community and board members
9. Supports the vision and mandate of LFM and passionate about contributing to organizational sustainability and resiliency.
10. Approximately 4-5 hours/week approximately 15 hours/month, 2 year term

To Apply

Please submit your resume/profile to: president@leashfreemississauga.ca