



JOB DESCRIPTION

MARKETING/TRAINING DIRECTOR – OFNEDA

GENERAL DESCRIPTION

The Marketing/Training Director is responsible for the strategic marketing and training program development and execution of the association. Some coordination on financial information with contracted service providers and, conferences and workshops with other organizations. The Director's mandate is to help build awareness and growth of the association and its' membership and sponsorship through various marketing/social media channels; communicate updates on new programs and funding opportunities; identify and coordinate training seminars for members; aide the executive director in delivering support services; promote various advertising opportunities on the OFNEDA website, newsletter and other social media channels; and help coordinate the annual conference.

ORGANIZATIONAL STRUCTURE

The Marketing/Training Director reports directly to the Executive Director of OFNEDA and supports the Executive Board. The Marketing/Training Director is an ex-officio member of the Executive Committee and the Board of Directors.

LIAISONS:

The Marketing/Training Director liaises with:

- Indigenous Services Canada (ISC)
- Ministry of Indigenous Relations and Reconciliation (MIRR)
- FN Economic Development Officers
- First Nations
- Provincial Territorial Offices (PTO's)
- Tribal Councils (TC's)
- Other Indigenous Organizations (CANDO, CCAB, ITAC, etc.)
- Business Organizations interested in doing business with FN
- Various marketing channels
- Indigenous training consultants

POSITION TITLE

Marketing/Training Director, Ontario First Nations Economic Developers Association

REPORTING PROTOCOL

The Marketing/Training Director will work under the direct supervision of and report to the Executive Director for OFNEDA and as well as the Executive Board.

Written biweekly update reports on marketing activities, membership generation, advertising agreements, training workshop development, sponsorships and membership communication will be provided to the

Executive Director during a zoom call. Monthly updates via conference call will be required to the Executive Board as well as quarterly updates to the entire OFNEDA Board of Directors.

POWER OF DECISION MAKING

The Marketing/Training Director has limited authority to take the measures that are necessary to administer the approved marketing/training plan and budget. Strategies, training topics, training consultant agreements, spending, communication, promotion should be communicated and approved by the Executive Director.

OFFICE MANAGEMENT

- Respond to daily correspondence and telephone requests of the membership and external organizations on training opportunities and advertising/sponsorship programs.
- Ensure accurate files of all correspondence and records

STRATEGIC LEADERSHIP

- Develop, implement and evaluate marketing and training initiatives guided by a comprehensive promotional/training budget
- Provide information to the Executive Director and the Executive Board on progress and rationale to support decision-making
- Maintain professionalism when conducting business on behalf of OFNEDA

CONFERENCES, FORUMS AND EVENTS

- In conjunction with organizing committees and other FN economic development organizations, help the Executive Director develop conference/workshop agendas, promote registration and sponsorships and coordinate distribution of materials; help facilitate conference coordination.

PRIMARY DUTIES

- Understand OFNEDA's mandate to deliver information about the organization
- Establish marketing/training objectives and promotional/training budget with detailed initiatives in order to grow membership, sponsorship, participation in events, workshops, conferences.
- Communicate constantly with the Executive Director on marketing/training initiatives for approvals and evaluation.
- Allocate material, financial and human resources to implement the organization's marketing/training strategies and achieve its objectives.
- Operate under the organizations policies, controls and procedures.
- Formulate and gain approval on promotional campaigns/training workshops and spend.
- Develop an annual marketing/training work plan for the Executive Director's approval.
- Coordinate with the accountant on the processing and timely filing of payments and spending for the organization on marketing/training initiatives.
- Communicate effectively and respond timely to requests from the Executive Director, the Executive Board, members, consultants and potential advertisers/sponsors.
- Enhance and build partnerships with the business community in order to build the membership and provide more advertising revenue from the website, newsletter and social media.
- Promote and help coordinate an improved professional development curriculum with other FN institutions.

SECONDARY DUTIES

- Be familiar and liaise with other FN institutions and organizations to promote membership, sponsorship, training and advertising revenues.

- Other tasks/duties/responsibilities as requested by the Executive Director.

QUALIFICATIONS

- University degree or college diploma in business or economics
- Three years of marketing/training coordination experience preferably in a similar role
- Superior communication skills
- Excellent organizational and time management skills
- Proven proposal writing skills
- Budgeting experience
- Flexibility to travel
- Knowledge of FN economic development organizations and their mandates
- Ability to work independently with minimal supervision

SKILLS REQUIRED

- Excellent marketing skills and an understanding of financials
- Proficiency in MS Office
- Demonstrated ability to foster and maintain good working relationships
- Some knowledge of provincial and federal economic development programs and services
- Familiarity with FN governance, laws and governments
- Understanding of funding applications/grants and reporting
- Knowledge of digital and social media marketing techniques

Ontario First Nation Economic Developers Association

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