

Description for Marketing Executive

Position

The Marketing Executive will coordinate the Chapter's overall marketing strategy. Reporting to the President and the Vice-President, the Marketing Executive will work collaboratively with the Communications Executive to develop and implement marketing strategy to focus on the Chapter's programs and raise awareness of issues that affects the public.

Commitment

- 1-year term
- 4-6 hours/ month, the time commitment may be higher before and/ or during certain Chapter events or actions
- Attend all Chapter meetings, as outlined in CCMW by-laws
- Agree to CCMW's values and principles as outlined on the next page
- Knowledge of CCMW bylaws

Prerequisite

Be a paid member of the Chapter

Responsibilities

- Liaise and build relationships with other organizations that the Chapter can partner with or create knowledge translation
- Contribute the strategic planning of an annual marketing plan to drive forward agreed Chapter's objectives
- Develop and execute event and program marketing plans, in coordination with Program; Community; Communications; Finance; and the Vice-President Executives
- Contribute to the strategic planning an annual fundraising plan
- Identify advertising opportunities
- Build and maintain contacts with the media
- Write and distribute press releases
- Prepare photo shoots for the Chapter and events the Chapter attends or hosts
- Manage the production of marketing materials, including leaflets, posters, business cards and flyers
- Arrange for the effective distribution of marketing materials

- Organize and attend events and exhibitions
- Evaluate marketing campaigns and programs
- Carry out market research and customer surveys to assess demand, brand positioning and awareness

Qualifications

- Significant marketing experience that includes a blend of advocacy, creating partnerships and media relations
- Ability to use platforms such as Mailchimp, Weebly, Wordpress, Buffer, Canva, Facebook, LinkedIn, Twitter and Google Plus
- Have graphic design capabilities
- Strategic thinker
- Ability to work independently and as a team player
- Possess tact, discipline and attention to detail
- Skills to have: good record keeping, ability to utilize contacts and networking
- Ability to prioritize and manage multiple partners
- Ability to inspire and motivate others
- Knowledge of CCMW and its activities on local and national level

Training

You will be supported and trained by the past Chapter Marketing Executive Committee member before the official starting in January 2016.

Submission

Please send your cover letter, resume and writing sample to toronto@ccmw.com with the "Marketing Executive" in the subject line by Friday, December 18, 2015 at 12 am.



Mission

Ensure the equity, equality and empowerment of Canadian Muslim women

Values

- To promote Muslim women's identity in the Canadian context.
- To assist Muslim women to gain an understanding of their rights, responsibilities and roles in Canadian society.
- To promote and encourage understanding and interfaith dialogue between Muslims and other faith communities.
- To contribute to Canadian society the knowledge, life experiences and ideas of Muslim women for the benefit of all.
- To strengthen the bonds of sisterhood among the Muslim communities and among Muslim individuals.
- To stimulate Islamic thinking and action among Muslim women in the Canadian setting.
- To acknowledge and respect the cultural differences among Canadian Muslim women, and to recognize and develop our common cultural heritage.
- To promote a better understanding of Islam and the Islamic way of life in the North American setting.
- To represent Canadian Muslim women at national and international forums.
- To encourage the organization and coordination of Muslim women's organizations across Canada.

Guiding Principles

- We are guided by the Quranic message of God's mercy and justice, and of the equality of all persons, and that each person is directly answerable to God.
- We value a pluralistic society, and foster the goal of strength and diversity within a unifying vision and the values of Canada. Our identity of being Muslim women and of diverse ethnicity and race is integral to being Canadian.
- As Canadians, we abide by the Charter of Rights and Freedoms and the law of Canada.
- We believe in the universality of human rights, which means equality and social justice, with no restrictions or discrimination based on gender or race.
- We are vigilant in safeguarding and enhancing our identity and our rights to make informed choices amongst a variety of options.
- We acknowledge that CCMW is one voice amongst many who speak on behalf of Muslim women, and that there are others who may represent differing perspectives.
- We aim to be actively inclusive and accepting of diversity among ourselves, as Muslim women.