

## Brand Content Manager

### Tamarack Institute | Digital Sales, Engagement & Learning

#### About Tamarack:

Tamarack is dedicated to helping Canadian communities take ownership of local issues by making use of proven strategies for community engagement. We develop and support learning communities to help people collaborate, co-generate knowledge, and achieve collective impact on complex community issues. Our vision is to build a connected force for community change. Learn more about Tamarack at [www.tamarackcommunity.ca](http://www.tamarackcommunity.ca).

We are relentlessly focused on innovating at every level of our business, investing in new technologies and doubling down on the best talent to drive our impacts forward. The Brand Content Manager is a newly developed position and requires an experienced creative professional with a passion for content to take on the strategy and development of visual assets and written communications. The ideal candidate will have a diverse portfolio of experience that showcases visual and verbal expression in an easy to understand and compelling way that drives engagement and conversion.

You'll work collaboratively with internal stakeholders to dependably deliver high-quality work consistently. **On a day-to-day basis, you will:**

- Identify and recommend how our brand and product stories should be expressed through visual and written content across multiple channels, while executing the delivery of supporting assets.
- Bring brand narratives to life visually by designing and developing visual elements, while deftly keeping a mix of deliverables on track.
- Evaluate our visual storytelling and copy, sharing actionable insights to improve engagement and conversion.
- Create content plans & marketing calendars and manage content project budgets
- Utilize a broad mix of content tactics to engage existing customers and new target audiences, while ensuring consistency and thoughtfulness across all initiatives
- Build detailed production plans including deliverables, timelines, and resource assignments
- Oversee the production of written and visual creative elements to ensure visual content is cohesive with written messaging, narratives, and talking points
- Review all content and provide actionable and timely feedback if adjustments are required before final assets are delivered
- Ensure the look and feel of content is on-brand, consistent with style, tone, and quality, and cohesive across all communications channels, initiatives, and campaigns
- Develop a centralized asset library and file management infrastructure (folder structure, naming conventions, tags, access management)
- Measure content performance and message traction, and develop optimization strategies to meet campaign goals and maximize brand visibility
- Be an active member of the communications team with a focus on supporting Learning Centre Communications.
- Supporting team members on an on-going basis as new tasks arise

**Your qualifications include:**

- Creative thinker with an audience-first mindset
- Proven experience/education, with minimum 3-5 years in content production and building marketing assets, with a strong eye for visual content
- Substantial experience implementing brand guidelines, and creation of content
- Solid copywriting and editing skills that can toggle between writing styles as needed
- Strong analytical ability to turn complex information into compelling stories and content
- Extensive experience in creating and deploying content on a wide range of platforms
- Strong understanding of best practices in multimedia content-creation and digital communications i.e., best practice for social, print, website content and SEO
- Excellent time management skills and an ability to work under pressure and manage multiple project and stakeholder demands simultaneously
- Highly organized, self-motivated, and results-oriented with a keen attention to detail
- Understanding of data collection, analysis and use for driving continuous improvement
- Strong leadership skills with ability to hold staff accountable to timelines and deliverables
- Ability to work virtually, both independently and in co-operation with a small team
- Strong computer and technical skills with proficiency in MS Office.
- Project management experience is an asset.
- Familiarity with Adobe Creative Suite is an asset.
- English/French fluency is considered an asset.

**Supervision and Reporting:**

The Brand Content Manager is a member of the Digital Sales, Engagement & Learning (DSEL) practise which supports and oversees Marketing and Communications priorities across the organization. This role reports directly to the DSEL Director and contributes to the overall achievement of Tamarack's strategic goals, and deliverables of the Tamarack team as a whole.

**Work Environment:**

This job is full-time and fully remote/home office based. Tamarack's office is located at the University of Waterloo, Conrad Grebel University College.

**Vaccination Requirement**

Tamarack requires all team members who participate in face-to-face meetings and events to be double vaccinated against COVID-19.

Candidates who are not vaccinated will be considered. If the successful candidate is not vaccinated, they will only be able to participate in meetings and events virtually.

**Salary & Benefits:**

Tamarack provides a competitive salary and benefits, RRSP package, lieu and flex time and operates within a progressive management philosophy. This is a full-time 40-hour per week position and compensation is rated at \$50,000 annually.



Tamarack is committed to creating a diverse environment and is proud to be an equal opportunity employer. We strongly encourage candidates from historically underrepresented groups to apply. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, or age.

**To Apply:**

Please send your resume and cover letter in one file to [jana@tamarackcommunity.ca](mailto:jana@tamarackcommunity.ca). While we thank all interested applicants, only successful candidates will be contacted.