



POSITION:

CONSULTING DIRECTOR, DIGITAL ENGAGEMENT & SALES, LEARNING CENTRE

Tamarack Institute's Learning Centre is seeking an experienced marketing and communications leader to advance Tamarack's Digital Engagement and Sales areas.

The field of online and digital communications is rapidly evolving. Tamarack is seeking to evolve our digital platforms to ensure that the organization is strategically engaging our diverse network and continually seeking new ways to engage our learning community. The Consulting Director, Digital Engagement and Sales is a strategic thinking and proven communications professional with experience in advancing digital platforms. They will bring this skill set to Tamarack to advance our community change platforms as well as contribute knowledge and expertise to growing the field of online and digital engagement.

ABOUT THE TAMARACK LEARNING CENTRE

The Tamarack Institute, founded in 2002 and based in Waterloo, Ontario, is a charitable organization dedicated to helping Canadian communities take ownership of local issues and empower changemakers to achieve greater impact. Tamarack's Learning Centre supports municipalities, funders, non-profits, and community leaders through on-demand coaching and consulting, in-person and digital training, and publications that guide change efforts. Our vision is to build a connected force for community change. Learn more about Tamarack at www.tamarackcommunity.ca.

THE ROLE OF CONSULTING DIRECTOR, DIGITAL ENGAGEMENT & SALES

The Tamarack Institute is internationally recognized for equipping changemakers with the tools and support they need. Over 23,000 individuals are engaged in Tamarack's online network and regularly access Tamarack resources and participate in Tamarack learning events. In addition, Tamarack's online resources are accessed by over 100,000 learners annually.

Tamarack is seeking a Consulting Director, Digital Engagement and Sales, to strategically grow our online presence and to better leverage the digital connections we have with our learning community to amplify our knowledge resources and blogs using an

integrated and targeted approach. In addition, Tamarack is seeking to maximize online and digital marketing channels to ensure that our learning events are designed to meet the needs of our network and achieve participation targets.

Tamarack Institute Internal Focus:

The Consulting Director, Digital Engagement and Sales will be the strategic lead for the Marketing and Communications team and will develop a digital engagement strategy focused on our current network of learners and community change leaders. They will maximize Tamarack’s digital presence as a learning organization including developing a comprehensive website and relationship management strategy, a social media strategy, a portfolio of online learning courses, and ensuring that Tamarack workshops achieve their registration goals. The Consulting Director, Digital Engagement and Sales role will work across departments at Tamarack and will work with the Senior Leadership at Tamarack including the Co-CEOs.

Consulting Director Focus:

As a Consulting Director, this role will include developing cutting-edge tools, resources and training to enable Tamarack community change leaders to improve their digital engagement strategies in their own work. They will provide workshops, training and consulting services to a range of community collaboratives and will share the latest content and knowledge from the digital engagement field.

The Tamarack Learning Centre Approach:

There are currently five interconnected practice areas which are integral to advancing community change. Tamarack will be focusing on each of these practice areas and bringing new knowledge, skills and capacities to support the Tamarack community network and practitioners to evolve their change strategies. The following chart represents the five interconnected practice areas that the Tamarack Learning Centre is advancing.

The role of the Consulting Director will be to develop digital engagement strategies to advance the tools, resources and workshops developed in each practice area to share with our learning community and to grow our learning network.



While advancing Tamarack's practice areas will be the core focus of the Consulting Director's activities, the Tamarack Learning Centre is built and maintained on a fee for service or revenue generation model. Consulting Directors will be responsible for achieving overall Tamarack Learning Centre financial goals and will be responsible for identifying and building viable revenue streams within their focus area.

Responsibilities

The Consulting Director – Digital Marketing and Sales will be responsible for:

- Advancing Tamarack's internal digital knowledge and practice across the Learning Centre and Vibrant Communities
- Developing an annual assessment of Tamarack's digital engagement and sales strategies with recommendations for enhancing and investing in these strategies
- Ensuring that Tamarack learning events, workshops and online learning events, meet and/or exceed their registration targets
- Leading Tamarack's Marketing and Communications team providing strategic leadership to ensure that Tamarack's online environments are maximized and reflect the latest thinking in digital engagement strategies
- Advancing Tamarack's external digital engagement knowledge so that community changemakers have access to the current thinking and practice of online and digital engagement
- Developing of an annual assessment of the field related to digital engagement which includes an overview of the idea and its component parts; a scan of other practitioners in the field and their focus of work; and an identification of where the Tamarack Learning Centre can add value to advance the practice of digital engagement
- Writing to advance the practice of digital engagement through the development of knowledge products such as thought papers, blogs, case studies and tools
- Leading Skills Development Sessions which advance the skills of practitioners around the area of digital engagement and include the development and delivery of multi-day and single day in person workshops, webinars and on-line learning with key thought leaders
- Consulting: the development and delivery of a consulting practice which advances the digital engagement area and builds a consulting practice
- Digital Partner Engagement: the identification and engagement of key partners from across the Tamarack community and externally to build out the digital engagement practice.
- Be an active member of the Tamarack Learning Centre team; engaged in the development and delivery of an annual work plan and committed to sharing resources, practices and opportunities within the team environment
- Building strategic external partnerships which advance the digital engagement area and the collective work of the Tamarack Learning Centre

Qualifications

- Proven experience and education, most often attached through completing a Master's degree and a minimum of five years of employment in a related position focused on digital engagement and sales
- Strong understanding of the core concepts related to effective digital engagement, community change and impact strategies and deep knowledge and experience in advancing these areas
- Deep experience in Hubspot or a similar marketing automation platform
- Strong research and writing skills, advanced knowledge of social media
- Ability to design and develop workshop curriculum; knowledge products and consulting services
- Ability to work remotely, both independently and in co-operation with a remote team, in a continually evolving organizational environment
- Highly relational, both in-person and online, to effectively build trust and commitment with the Tamarack network to ensure that they are engaged
- Highly organized, self-motivated and self-directed, with demonstrated skills and the capacity to multi-task
- Ability to maintain a systems-level perspective as well as ensure that the detailed deliverables are met
- Bilingual (French and English) is an asset
- Willingness and ability to travel is required

The Consulting Director, Digital Engagement and Sales will work closely with the Co-CEOs, Tamarack Learning Centre and Vibrant Communities teams, and the Director of Operations, Tamarack Learning Centre. They will lead the Tamarack Marketing and Communications team and will work collaboratively with the other Consulting Directors and the Tamarack Learning Centre team.

Work Environment

The Tamarack Institute is a virtual organization with a small head office located in Waterloo, Ontario. The position is full-time and can be home-based or performed at the Tamarack offices at the University of Waterloo. Candidates who reside within a close driving distance from Kitchener-Waterloo are preferred, but Tamarack is willing to consider candidates from anywhere in Canada.

Salary and Benefits

Tamarack provides a competitive salary and offers a comprehensive benefits package.

To Apply

Please send your resume and cover letter to Jana Harris, Manager Finance and Operations, at jana@tamarackcommunity.ca before **March 25, 2019**.

While we thank all interested applicants, only successful candidates will be contacted.