



POSITION: DIRECTOR, DIGITAL SALES, ENGAGEMENT & LEARNING (DSEL)

Deadline date for applications: **July 15, 2021**

Email: Jana@tamarackcommunity.ca

Tamarack Institute is seeking an experienced digital sales, marketing, and communications leader to advance Tamarack's Digital Sales, Engagement and Learning area. The field of online and digital engagement and communications is rapidly evolving. Tamarack is seeking to evolve our digital learning and engagement platforms to ensure that the organization is strategically connecting with our diverse global network and continually seeking new ways to engage our learning community. The Director, Digital Sales, Engagement and Learning (DSEL) is a strategic thinking and proven communications professional with direct experience in advancing digital platforms. They also understand and engage in e-commerce and sales strategies. 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.

Digital engagement and learning are key strategic priorities for the organization as detailed in the [Tamarack 2030 plan](#). This leadership position will strategically guide Tamarack's learning platform into the future.

THE ROLE OF DIRECTOR, DIGITAL SALES, ENGAGEMENT & LEARNING (DSEL)

The Tamarack Institute is internationally recognized for equipping changemakers with the tools and support they need. Over 37,000 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 Director, Digital Sales, Engagement and Learning (DSEL), 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.

Consulting Director Focus: (50% of 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.

Tamarack Institute Internal Focus: (50% of Focus)

The Director, Digital Sales, Engagement and Learning 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 Director, Digital Sales, Engagement and Learning role will work across departments at Tamarack and will work with the Senior Leadership at Tamarack including the Co-CEOs. Their work will advance the profile of Vibrant Communities Canada and the Learning Centre and will ensure that Tamarack digital and face to face events meet the needs of our learners and are sold out.

Director, Digital Sales, Engagement and Learning - Core Role and 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 and sales 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
- 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, e-commerce, and community change strategies
- Previous 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 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 Director, Digital Sales, Engagement and Learning will work closely with the Co-CEOs, Tamarack Learning Centre and Vibrant Communities teams. They will lead the Tamarack Marketing and Communications team and will work collaboratively with the other Consulting Directors in 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 **July 15, 2021**.

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

ABOUT TAMARACK INSTITUTE

The Tamarack Institute is a connected force for community change.

The Tamarack Institute develops and supports collaborative strategies that engage citizens and institutions to solve major community issues across Canada and beyond. Our belief is that when we are effective in strengthening community capacity to engage citizens, lead collaboratively, deepen community and end poverty, our work contributes to the building of peace and a more equitable society. Tamarack's work is comprised of two key areas of impact:

Learning Centre

Our Learning Centre exists to empower community changemakers to achieve greater impact. We draw upon our 20 years of experience leading community change and advancing practice to support municipalities, funders, non-profits, and community leaders through on-demand coaching and consulting, in-person and digital training, and publications that guide change efforts.

We support our learning network in developing five interconnected practices that lead to community change:

- **Collective Impact**: How can we mobilize collaboration across sectors for systems change?
- **Community Engagement**: How can we engage the community to create and realize bold visions for the future?
- **Collaborative Leadership**: How can we bring the right people together in constructive ways?
- **Community Innovation**: How can we create, test, and scale new approaches?
- **Evaluating Impact**: How can we identify and amplify what works?

As a registered charity, all of your investments as clients and learners goes back into providing content and tools on an open-source platform to build the capacity in the field. By working with us, you help support the efforts of changemakers in your community and worldwide.

Vibrant Communities

In Vibrant Communities we support cities and local leaders to develop and implement large-scale change initiatives through these learning networks:

- **Communities Ending Poverty** is a network of 330 municipalities represented by 80+ regional members working collaboratively to end poverty in their communities.
- **Cities Deepening Community** is a network of 67 cities seeking to strengthen neighbourhoods and 25 cities developing community plans to grow citizen engagement, civic leadership and a sense of belonging.
- **Communities Building Youth Futures** is a five-year strategy to work with 13 communities to develop system-wide solutions for youth as they build and act upon plans for their future.

- **Community Climate Transitions** is building a network of communities that are committed to tackling climate change through a multi-solving approach that advances social, environmental and economic goals simultaneously.

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