



Director – Communications, Marketing and Development

Ottawa-based Tree Canada is seeking an energetic and motivated individual to lead its national communications, marketing and development efforts.

As an individual motivated by the environment, you will be responsible for a results-oriented marketing plan to implement Tree Canada's strategic direction and long term vision. This includes an increased awareness of the Tree Canada brand and its programs as well as revenue generation activities such as sponsorships, donations, events and fee-for-service opportunities.

Qualifications

You have a post-secondary degree/diploma in Communications, Marketing, Sales and/or Fundraising, or an equivalent combination of training and experience. This is supported by at least 5 years experience in communication writing. Experience in generating revenue from marketing, sales, social marketing, fundraising, sponsorship or operation of a social enterprise would be an asset. You are motivated by the environment and by working in a flexible, not-for-profit organizational milieu. Bilingualism, knowledge of web design and desk top publishing are definite assets.

Responsibilities

To provide leadership to the communication, marketing and development needs of Tree Canada by ensuring that its name and programs are known to Canadians in a cost-effective manner. This will include:

- Designing a Marketing/Communications plan and the implementation of that plan
- Writing op-eds, letters to the Editor, news releases, websites, brochures and publicity pieces, arranging for their distribution and monitoring their uptake
- Launching new programs and occasionally coordinating press conferences
- Preparing sponsor packages and initiating donor campaigns
- Writing funding proposals on a periodic basis
- Taking the Editorial lead on the Tree Canada enewsletter (*Mistik*) and for the Tree Canada portion of *Canadian Trees*

Compensation

Dependent upon experience. Health benefits, parking, and a performance bonus may be available to the ideal candidate.

If you are looking for a challenge and an opportunity to shape a unique and creative environmental organization, please indicate your interest by forwarding a covering letter and resumé to slange@treecanada.ca by **February 16, 2007**. Please be advised that only successful candidates will be contacted for an interview.