

Call for Applications:

National Marketing Lead, Pride at Work Canada Board of Directors

Role: National Marketing Lead, Board of Directors

Number of Positions Open: 1

Application Deadline: October 14, 2019

Application Instructions: Please carefully review the role description and send your resume and cover letter to info@prideatwork.ca

Timing

Board roles are elected by our membership at the Annual General Meeting (AGM), which is to be held on November 19, 2019. Directors are elected to a term of two (2) years.

Organization

Founded in 2008, Pride at Work Canada is a Canadian not-for-profit organization promoting LGBTQ2+ inclusive workplaces. We currently work with leading Canadian employers who share our vision of a nation where every individual can achieve their full potential at work regardless of gender expression, gender identity and sexual orientation.

For more information, please visit <http://prideatwork.ca>.

Board Structure and Function

Members of Pride at Work Canada's Board of Directors are volunteers elected by our Regional and National Partners. The role of the Board is to govern the organization, oversee its activities, participate at events and contribute to the ongoing development and maintenance of the organization's strategy.

This role will focus on strategy related to building Pride at Work Canada's brand within the context of the overall strategy of the organization.

Role Description

Expectations of all Pride at Work Canada Board Members

Anticipated contribution of 5-10 hours per month, including:

- Attend and actively participate in monthly board meetings
- Attend special meetings of the board as required
- Participate in local events
- Be an advocate for Pride at Work Canada
- Be an active role model for diversity and inclusion in your workplace and professional networks
- Help build strategic partnerships and assist with business development

Expectations specific to the National Marketing Lead Role

- Provide strategic guidance to the Board and the organization around establishing and augmenting Pride at Work Canada's brand awareness and social media presence
- Lead the volunteer Marketing Committee
- Set priorities for the Marketing Committee, assisted by Pride at Work Canada staff for logistical support

Qualifications:

- Previous experience on a Board preferred
- 5+ years marketing experience (e.g. channel strategies or similar)
- Experience with corporate LGBTQ2+ I&D initiatives or employee resource groups an asset
- Demonstrated leadership experience

Application Instructions

Please submit a cover letter, resume and any support materials in PDF format via email to info@prideatwork.ca no later than October 14, 2019.

Candidates who identify as LGBTQ2+ or are otherwise marginalized on the grounds of gender expression, gender identity and/or sexual orientation are strongly encouraged to apply, as are those with lived experience as a member of any marginalized community. If you require an accommodation due to disability to participate in the recruitment and selection process, please advise at any point and we will work with you to meet your needs.