

# Leaders

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## Opportunity Profile

### Marketing Manager



## About Parks Foundation Calgary

<https://www.parksfdn.com>

### Why We Exist

Parks matter to Calgarians. They are cherished places where we play, connect with each other and immerse ourselves in nature. Parks development is vital to the creation of healthy, innovative and liveable cities. Ongoing support is required to build and improve Calgary's treasured parks and school playgrounds, as public funding only takes us so far.

### What We Do

At Parks Foundation, we create parks through partnerships, connecting donors and partners with relevant and innovative park and sport projects. Among many signature parks, programs and green spaces, our largest project to date is the [Rotary/Mattamy Greenway](#), a 145km pathway system that encircles Calgary, connecting almost half of our city's population. Under our guidance and care, a variety of park, school and sport projects are always under development.

Communities often require a variety of support services to turn their project from dream into reality. Our programs focus on helping communities and groups achieve their goals, by promoting stewardship of new and valued community spaces and creating a healthy outcome for all.



**\$200 MILLION+**  
developed in park and pathway projects  
improving the lives of Calgarians.



**\$2.5 MILLION GRANTED**  
in 10 years, through our Building Communities  
program for playgrounds and green spaces.



**\$14 MILLION AWARDED**  
towards sport facility upgrades and equipment  
purchases in support of amateur sport.



**1200 DEDICATED**  
benches and picnic tables located in parks and  
along pathways, helping tell Calgary's story.



**250+ COMMUNITY-LED**  
projects supported in Calgary, helping  
communities realize their dreams.



At the Parks Foundation, we acknowledge and pay tribute to the original caretakers of the land, whose legacy reminds us of the rich histories that came before us. We celebrate the connection of the community and the land that we live on, and we honor the responsibility we carry to steward the land through our projects and initiatives. We serve the community of Niitsitapi (Blackfoot), the people of the Treaty 7 region in Southern Alberta, which includes the Siksika, the Piikani, the Kainai, the Tsuut'ina and the Iyarhe Nakoda First Nations, and the Otipemisiwak Métis Government of the Métis Nation of Alberta, Region 3. We acknowledge our shared responsibility in moving towards a journey of Truth and Reconciliation, and we are committed to working collaboratively with all members of the community on this journey.

## The Role: Marketing Manager

Reporting to the Chief Executive Officer, the Marketing Manager will be responsible for the planning, development and implementation of all the organization's marketing strategies, communications, events and public relations activities.

## Key Responsibilities

### Strategy and Reporting:

- Develop a comprehensive marketing plan with targeted goals, objectives, methods, quantifiable outcomes, and timelines which will achieve budgeted goals.
- Complete regular reports to management, the board of directors, donors and partners that show impact and progress compared to targets.
- Create presentations and documents that incorporate infographics and design elements.

### Communications & Public Relations (PR):

- Responsible for helping to build and manage the organization's brand and all aspects of marketing communications, ensuring all internal and external communication pieces contain a consistent brand image.
- Grow positive awareness of the organization and strengthen its reputation and partnerships with donors, partners, and the communities it serves.



- Build and manage the company's website and social media. Create shareable content appropriate for specific networks to spread both brand and content, monitoring and engaging in relevant social discussions. Tracks success measures (website analytics, social media return on investment, PR tracking).

#### Events:

- Responsible for the development and implementation of a strategic, special events calendar that ensures efforts and resources are utilized in a manner that provides the greatest return to the organization.
- Ensures all events are planned to capture the attention of the intended audience and the media. Manages the production of each event ensuring all appropriate sponsorships are achieved and all details are managed in a creative, timely and cost-efficient manner.
- Acts as volunteer coordinator for organization: maintaining contact database and acts as an ambassador for the organization.

## The Person

- Demonstrated alignment with the mission and values of the Parks Foundation.
- Undergraduate degree or post-secondary certificate in a relevant field.
- 5-10 years of experience in marketing and communications, with a preference for marketing management.
- Demonstrated skill in report and writing, infographic creation and communication design.
- Experience creating and stewarding marketing and communications strategies.
- Software experience with SquareSpace, Microsoft Publisher, Adobe InDesign, Canva and social media schedulers will be considered an asset.
- A valid driver's license and access to a vehicle are required for this position.



## Compensation

A competitive compensation package will be provided that includes health and RRSP benefits. Further details will be discussed in a personal interview.

**Parks Foundation values diversity, equity and inclusion, which are key components of our hiring practices.**

## Express Your Enthusiasm

If you would like to contribute to the future vision and mission of Parks Foundation Calgary, then we want to hear from you. Please email a convincing cover letter and tailored resume (PDF or Word document only) to **John Dugdale** at [calgary@leadersinternational.com](mailto:calgary@leadersinternational.com) indicating the job title in the subject line of the email.

**Leaders International Executive Search**

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