



Position Description: Marketing and Communications Manager

Location: 5 - 96 Vine Avenue, Toronto, ON

Term: Full time beginning June 10, 2019

Salary: \$50-60K

Organization Description

Sistema Toronto provides musical and intellectual opportunities to children in vulnerable communities, with the goal of transformative social change. We build stronger communities by enabling at-risk children to overcome poverty, grow, and thrive as engaged citizens and future leaders.

Sistema Toronto is first and foremost a social development program, using ensemble-based music education to transform the lives of at-risk children. Sistema Toronto students work together for 10 hours of weekly instruction. They learn strings (violin, viola, cello, or double bass), percussion, choir and Music & Movement while developing important life skills like problem solving, empathy, and self-advocacy.

Position Description

Reporting to the Executive Director, the Marketing and Communications Manager has primary responsibility in Leadership, Marketing and Communications, PR, Donor Stewardship, Donor Communications, Administration, and Fundraising Events.

The Marketing and Communications Manager will work closely with the Executive Director, Centre Directors, Operations Manager, Development Manager, and Teaching Artists.

Sistema Toronto works in a highly collaborative community-building environment; excellent interpersonal and leadership skills are required for this position. The successful candidate will have demonstrated skills in written corporate communication, PR, and social media. A passion for Sistema Toronto's mission is essential. A music education, or community development background would be a strong asset but is not a requirement.

Responsibilities

Leadership

1. Demonstrates strong leadership abilities, and communicates with other Sistema Toronto employees, donors, Board Members, volunteers, parents, and students with empathy, understand, and diplomacy.
2. Works independently with minimal supervision.

3. Participates with The Board and the Executive Director in developing a marketing and communications strategy that supports the vision and strategic plan to guide the organization.
4. Supports fundraising activities including individual, government, foundation, and other institutional sectors.
5. Ensures that data, most particularly personnel, participant and donor data, is secured and well protected and that ST systems are not vulnerable.
6. Provides support to the Board by working with the ED, Secretary and Treasurer in preparing meeting agendas and supporting materials
7. Supports the work of the program, curriculum development and Parent Committees in each of the schools

Marketing and Communications

1. Creates marketing materials and collateral in-house or coordinate design and/or production as needed.
2. Works with web development team on website redesign, content writing, maintenance and updates, etc.
3. Develops and implements social media strategy; including but not limited to writing and posting content.
4. Writes press releases and PR materials related to Sistema concerts and events, fundraising initiatives, earned media campaigns, etc.
5. Responsible for copywriting of email marketing and direct mail campaigns, including quarterly newsletter.
6. Coordinates photo shoots, videography, and special projects.
7. Establishes and/or refine a Sistema Toronto Branding and Style Guide.

Development and Fundraising

1. Cultivates and manages relationships with established and new corporate and community donors.
2. In collaboration with the Development Manager and Executive Director, develop and maintain excellent donor stewardship.
3. Manages the annual Sistema Spirit Gala fundraising event.
4. Coordinates third-party events and grassroots fundraising campaigns.
5. Develops materials that support all fundraising initiatives.

Other

1. Supports curriculum development projects.
2. Works with Executive Director on managing the Marketing and Communications Budget
3. Works with Executive Director and Centre Director team where required on hiring, onboarding, teacher professional development, and teacher evaluation.
4. Attends and participates in monthly board of directors meetings.
5. Supports ongoing administration.

6. Organization and attention to detail
7. Regularly meet with team-members at the Sistema Toronto office or mutually-accessible location.
8. Attend classes, workshops and events as needed.
9. Other duties as required

How to Apply

Please send your resume, a brief cover letter and a sample of your marketing/communications work to info@sistema-toronto.ca. Links to your work on corporate social media are strongly encouraged.

Because this position will include proximity to children, successful candidates will be asked to provide a current Vulnerable Sector Screening.

Sistema Toronto is committed to building a culturally diverse teaching team and strongly encourages applications from minorities, women, individuals with disabilities, and members of the LGBTQ+ community.