

JOB POSTING (Internal/ External)

POSTING NUMBER: 2025-064

POSITION: Manager, Marketing

STARTING SALARY: \$70,441 to \$89,088

CLOSING DATE: Send your resume and covering letter to hrrecruitment@sghottawa.com, quoting posting number **2025-064** no later than **4:00 p.m. on September 18th, 2025.**

Join us at Shepherds of Good Hope and add meaning to your work!

Shepherds of Good Hope (SGH) is one of the largest not-for-profit organizations dedicated to meeting the needs of individuals experiencing homelessness and vulnerably-housed individuals in the city of Ottawa. Many individuals who access our programs and services live with complex trauma, mental health challenges and substance use disorders.

A leader in supportive housing and harm-reduction, you'll be joining an organization that provides around-the-clock, comprehensive services to all genders in seven supportive housing, shelter and programming locations across the city. Shepherds of Good Hope is transforming lives.

YOU can be part of the transformation.

At Shepherds of Good Hope you will find an inclusive environment, with dynamic and innovative programs that offer fulfilling work with flexible schedules to meet your needs.

You'll find many opportunities to upgrade your skills and advance your career. When you grow, we grow.

Ready to join us? There is a place for you here!

JOB SUMMARY

The Manager of Marketing plays a critical role in advancing Shepherds of Good Hope Foundation's mission by leading donor-focused communications, digital campaigns, and branding initiatives in support of fundraising. As a strategic leader and hands-on practitioner, this role develops and executes integrated marketing plans that inspire giving, strengthen donor relationships, and promote key fundraising initiatives, including annual giving, major gifts, legacy giving, and community events all from an ethical storytelling point of view.

RESPONSIBILITIES

Strategic Leadership

- Develop and implement a comprehensive marketing strategy to complement and advance fundraising goals.
- Work closely with the Senior Manager, Communications for Shepherds of Good Hope to align messaging with organizational priorities and donor engagement objectives.
- Build, protect, and grow the Shepherds of Good Hope Foundation brand across all donor touchpoints.

Campaigns & Donor Communications

- Lead the planning, design, and execution of multi-channel donor campaigns (digital, print, direct mail, social media, email marketing).
- Develop compelling donor communications, including impact stories, stewardship materials, and campaign reports.
- Ensure consistent messaging that builds trust, conveys impact, and has a strong call to action..

Digital Engagement

- In conjunction with Director, Philanthropy, oversee digital fundraising and lead generation campaigns including website content, SEO/SEM, paid ads, and email automation.
- Manage social media strategy, ensuring timely, relevant, and engaging content that strengthens donor relationships and promotes fundraising initiatives.
- Track and analyze campaign performance to optimize results and ROI.

Event Promotion & Support

- Collaborate with fundraising and events staff to develop marketing strategies that drive attendance, sponsorship, and donor engagement.
- Lead promotional campaigns for signature fundraising events, ensuring alignment with brand and fundraising goals.

Collaboration & Leadership

- Work closely with colleagues across Fundraising, Programs, and Leadership to ensure integrated messaging.
- Represent the organization with professionalism and enthusiasm at internal and external events.

QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- 5+ years of progressive experience in marketing/communications roles.
- Demonstrated success in developing and executing integrated marketing campaigns that drive donor engagement and fundraising results.
- Experience with digital marketing tools (email platforms, social media management, Google Analytics, Google Ads, and other paid advertising).
- Strong storytelling, copywriting, and content development skills.
- Excellent project management skills; able to manage multiple priorities and deadlines in a fast-paced environment.
- Collaborative leadership style with the ability to inspire, and support colleagues.
- Experience in the non-profit or fundraising sector preferred.

WORKING CONDITIONS

Regular office hours are focused on an 8-hour day from Monday to Friday during normal business hours that typically begin at 8 am or 9 am. There is an expectation of flexibility in scheduling work around fundraising needs that occur from time to time during evenings and weekends. This includes meeting with donors or attending events. As a non-unionized employee in the organization, there is an

expectation that the employee will manage their time accordingly and utilize flexible working hours where needed to make up for the times where exceptional hours may apply.

Shepherds of Good Hope is committed to being responsive to the diverse needs of individuals using our services, residents, employees and volunteers, including those with disabilities. Please inform if you require accommodation through the hiring process and we will work with you to meet your needs.

We thank all applicants for their interest in Shepherds of Good Hope, however only those selected for an interview will be contacted.