

## Job Description: Director of Marketing, OVATION Awards

**Title:** Director of Marketing, OVATION Awards

**Location:** Greater Toronto Area / Remote

**Terms:** September 2024 - June 2025

**Hours:** Estimated 5-10 hours per month (Additional hours may be required at critical times during the project)

**Salary:** This is a volunteer position

### About the Role

IABC Toronto is looking for a Director of Marketing to join the OVATION Awards team during a milestone year!

2025 marks the 40th anniversary for this legacy event that celebrates the Greater Toronto Area's top communications talent. As the Director of Marketing, you'll oversee the strategy and execution of 40th anniversary branding, attracting awards applicants and driving ticket sales, alongside a talented and experienced team.

This is a great opportunity for intermediate and senior communicators.

### Responsibilities

- Lead the marketing strategy for the OVATION Awards with the goal to attract awards nominees and drive ticket sales
- Collaborate with core team to innovate and celebrate the major milestone
- Work with IABC Toronto's communications team on special milestone branding and a content calendar
- 'Hire', manage and mentor a team of copywriters and designers
- Write, edit and proofread marketing materials
- Keep internal collaborators informed of projects and progress and identify when extra support is needed
- Brainstorm with the team to elevate the visual communication of information

### Top Reasons to Apply

1. Leave your mark on this legacy event
2. Network and collaborate with an incredible team of industry professionals
3. Continue to hone your marketing skills and create strong portfolio pieces
4. Show off your skills to potential employers/clients

### Requirements

- Must have an active IABC Toronto membership
- A strong attention to detail
- An innovative and creative thinker
- Strong time management skills

**Skills Considered Advantageous**

- 5+ years of communications/marketing experience

**About Us**

IABC Toronto is the world's largest IABC chapter. IABC is recognized as the professional association of choice for communicators and is committed towards establishing and supporting the highest professional standards of quality and innovation in organizational communication.

**Apply in two easy steps**

1. Fill out our [volunteer application](#) found here
2. Send an email to [toronto-volunteers@iabc.to](mailto:toronto-volunteers@iabc.to) indicating what position you're interested in