Career Opportunity (November 2026)
Job Opportunity: Director, Marketing
Position Type: Full-time, permanent, remote
Location: Canada (with national travel as required)

About JA Canada & the Canadian Business Hall of Fame

Junior Achievement (JA) Canada is hiring a Director of Marketing accountable for ensuring that JA Canada's marketing function operates as a strategic, collaborative, and results-driven contributor to the organization's national growth, reputation, engagement, and mission impact.

JA Canada serves as the national headquarters for Junior Achievement in Canada. As a member of JA Worldwide, JA Canada has partnered with the Canadian education system and volunteers since 1955 to deliver financial health, work readiness, and entrepreneurship programs. All JA programs are designed to inspire and prepare youth to succeed in the global economy. Through a network of 15 regional offices nationwide, and employing best in class digital learning management systems and platforms, JA Canada delivers over 530,000 student learning experiences annually. Our motto: *Success Starts Here!*

Supporting its mission, JA Canada created and annually hosts the Canadian Business Hall of Fame (CBHF) Induction Ceremony and Celebration (gala-style fundraising event), to recognize outstanding business leaders, their contributions to the Canadian economy, and who serve as role models for youth. [The Canadian Business Hall of Fame Induction Ceremony and Celebration Event (reception & gala style event; 700+ guests at Metro Toronto Convention Center in May of each year; approx. 30 sponsors, generating $1-$1.5M).]

About the Role

The Director of Marketing provides strategic leadership and direction for JA Canada's national marketing, brand, communications, audience engagement strategies, and oversight of signature event properties (namely, the Canadian Business Hall of Fame).

As a member of the organization's leadership team, the Director is responsible for developing and executing an integrated national marketing strategy that elevates the JA Canada brand, strengthens organizational reputation, increases awareness of JA's programs and impact, and supports organizational growth and sustainability.

The Director is both an *individual contributor* responsible for annual initiatives and special projects and a *team leader* of the national marketing department establishing clear priorities, objectives, performance measures, and accountability structures to ensure marketing initiatives deliver measurable results.

The role works collaboratively with national leadership, corporate partners & donors, JA's regional organizations, to ensure a cohesive national brand and effective marketing support across the country. The Director will be charged with establishing structures and processes for enhanced shared services and support of JA's local/ regional marketing.

The successful candidate is a strategic and results-oriented marketing leader who combines strong brand and communications expertise with digital marketing capabilities, content creation, creative thinking, data-driven decision-making, and the ability to lead and inspire a high-performing team.

About the Marketing & Events Team:

- JA Canada's national marketing team oversees the brand strategy, content and communications/ media channels partnering with the Programs and Resource Development teams to amplify the brand, inspire audiences, drive engagement with programs, execute signature events and celebrate donor/partner impact.
- Reporting to the Chief Development Officer, the Director of Marketing will lead a team of two Senior Managers of Marketing each with a hybrid business partner and channel accountability; two Marketing Coordinators dedicated to programs & regional office communications, and social media; and a Manager of the Canadian Business Hall of Fame & Events.

Experience and Qualifications

- 10+ years of progressive marketing and communications experience, including significant leadership responsibility.
- Minimum 5 years of experience leading departments, managing, and developing teams in the charitable/not-for-profit, education, or youth development sectors
- Bachelor's degree in Marketing, Communications, Public Relations, or a related discipline. A master's degree or relevant professional designation is an asset.
- Demonstrated experience developing and executing integrated marketing strategies at an organizational or national level.
- Proven experience managing multi-channel marketing campaigns, brand development, digital marketing, and communications strategies.
- Public relations (PR), advertising, and paid media experience required.
- Strong understanding of digital marketing platforms, website strategy, analytics, marketing automation, SEO, social media, and content development.
- Demonstrated experience developing KPIs, measuring performance, managing budgets, and reporting results to senior leadership.
- Experience planning and executing large scale events, with particular emphasis on signature fundraising event properties, award events.
- Human interest storytelling, video &/or documentary production experience is an asset.
- Experience working across and localizing marketing for multiple geographic regions, business units, or a federated organizational structure is an asset.
- Strategic and crisis communications expertise is an asset.
- Bilingualism in English and French is an asset.
- Requires proficiency and strength working with the following tools: Canva, Microsoft Office Suite, Project management tools (e.g. Asana)
- Experience working with the following tools is an asset: Website management experience (Wordpress), Adobe Creative Suite, Generative AI + LLM AI tools, Google Analytics, Social Media Management Tools (e.g. Sprout)

Core Competencies

- *Strategic Leadership:* Ability to translate organizational strategy into clear marketing priorities and measurable outcomes.
- *People Leadership:* Ability to inspire, coach, develop, and hold a team accountable for performance.
- *Results Orientation:* Strong focus on measurable outcomes, performance indicators, and return on investment.
- *Brand and Communications Expertise:* Ability to build a compelling national brand and communicate organizational impact.
- *Digital Fluency:* Strong understanding of digital marketing, analytics, technology, and emerging trends.
- *Collaboration and Influence:* Ability to build relationships and influence stakeholders across a national organization.
- *Innovation and Creativity:* Ability to identify opportunities, challenge conventional approaches, and develop innovative solutions.
- *Financial Acumen:* Ability to manage budgets, prioritize resources, and assess marketing investments.
- *Adaptability:* Ability to lead in a dynamic, multi-stakeholder environment with competing priorities.

Salary

The salary range for this position is $100,000 to $125,000. JA Canada is committed to fair and equitable compensation. Placement within the salary range will depend on the successful candidate's experience, qualifications, and demonstrated competency.

Detailed Duties and Responsibilities:

1. National Marketing Strategy

- Position JA Canada as a leading national voice in youth entrepreneurship, financial literacy, work readiness, and career development.
- Develop and lead a comprehensive, integrated national marketing strategy aligned with JA Canada's strategic plan and organizational priorities.
- Establish annual marketing objectives, priorities, budgets, and implementation plans.
- Identify opportunities to increase brand awareness, audience engagement, program participation, and organizational reach.
- Lead the development of national marketing campaigns and initiatives that demonstrate JA's relevance, impact, and value to Canadian youth and communities.
- Ensure marketing strategies support organizational growth, fundraising, sponsorship, corporate partnerships, and stakeholder engagement.
- Monitor market trends, audience insights, emerging technologies, and evolving marketing practices to identify opportunities for innovation.

2. Brand Management and National Positioning

- Provide strategic oversight of the JA Canada brand and sub brands (JA Campus, JA REAL, Canadian Business Hall of Fame), ensuring consistency, relevance, and alignment across national and regional activities.

- Lead the evolution and positioning of the national brand, including messaging, visual identity, and brand standards.
- Develop compelling narratives that communicate JA's mission, programs, and impact.
- Ensure consistent brand application across digital platforms, marketing materials, events, campaigns, and stakeholder communications.
- Provide guidance and resources to regional organizations to strengthen brand alignment while recognizing local market needs.
- Champion storytelling and impact communications that demonstrate the difference JA makes in the lives of young people.
- Develop and deploy the annual report.

3. Digital Marketing and Audience Engagement

- Guide the organization's digital marketing strategy, including website development, social media, email marketing, "go to market" plans, search engine optimization, paid digital campaigns, and content strategy.
- Collaboratively develop a content/communications calendar to strategically deploy content around relevant JA "tentpole" moments.
- Oversee the development and optimization of JA Canada's digital presence and online audience engagement.
- Leverage digital channels and marketing automation to increase awareness, engagement, program participation, and stakeholder relationships.
- Use data and analytics to understand audience behaviour, assess campaign effectiveness, and optimize marketing investments.
- Identify opportunities to use technology, artificial intelligence, and emerging platforms to improve marketing effectiveness and efficiency.
- Ensure digital content is accessible, relevant, engaging, and aligned with organizational brand standards.

4. Content, Communications, Media, Public Relations and Thought Leadership

- Provide strategic oversight of national communications, media relations, and public relations initiatives.
- Develop communications strategies that strengthen JA Canada's reputation and visibility.
- Identify opportunities for media coverage, thought leadership, and profile-building.
- Set the agenda and content strategy for paid media, working with vendors and publishers to produce best-in-class mission-aligned content and profiles.
- Oversee the development of key organizational messaging, media materials, presentations, and executive communications, as requested.
- Support communications related to organizational announcements, national initiatives, partnerships, events, and impact reporting.
- Provide communications leadership and guidance during sensitive issues or reputational matters.

5. National Signature Events, Brand Platforms & Communications

- Provide leadership to the Manager of the Canadian Business Hall of Fame & Events who is responsible for (a) planning and executing JA Canada's signature fundraising event (b) year-round management of the CBHF brand and property- social channels, website,

media publications, legacy videos and profiling strategy, and (c) serves as the internal events expert to shape and execute third party fundraising and partnership events..

6. Team Leadership and Performance Management

- Lead, manage, mentor, and develop a marketing and communications team.
- Build a collaborative, accountable, and high-performing team culture.
- Establish clear roles, responsibilities, performance expectations, and individual objectives.
- Conduct regular performance reviews, coaching, professional development, and succession planning.
- Ensure appropriate allocation of resources, workload management, and prioritization.
- Foster creativity, innovation, collaboration, and continuous improvement.
- Establish effective team processes, workflows, reinforce and sustain project management practices, and strengthen accountability structures, particularly to support an enhanced shared services function.

7. Network, Regional Collaboration and National Alignment

- Align with JA Worldwide and JA Americas on global and Regional Operating Centre brand initiatives and thought leadership campaigns.
- Work closely with JA in Canada regional organizations to understand local marketing needs and support the execution of national priorities.
- Develop national marketing tools, templates, resources, and campaigns that can be adapted and implemented regionally.
- Establish collaborative planning and communication processes between national and regional marketing teams.
- Support knowledge sharing, best practices, and consistency across the JA network.
- Ensure national marketing initiatives reflect the diversity of communities and audiences served by JA across Canada.
- Build strong relationships with regional leaders and marketing professionals to strengthen national alignment and collective impact.

8. Marketing Performance Measurement, Analytics and Accountability

- Establish a national marketing measurement framework with clear objectives, key performance indicators (KPIs), and reporting expectations.
- Develop and maintain a marketing dashboard to track performance against strategic objectives.
- Monitor campaign effectiveness, brand awareness, digital engagement, audience growth, website performance, and marketing return on investment.
- Develop and execute annual brand awareness and favorability surveys.
- Evaluate marketing's contribution to program awareness, registrations, participation, fundraising, sponsorship, and stakeholder engagement.
- Present regular performance reports, insights, and recommendations to senior leadership and the Board, as appropriate.
- Use data and insights to guide decision-making, optimize resources, and continuously improve marketing effectiveness.

9. Budget and Resource Management

- Develop and manage the national marketing and communications budget.
- Allocate resources effectively across strategic priorities, campaigns, platforms, and team activities.
- Monitor expenditures and assess the effectiveness and return on investment of marketing initiatives.
- Manage external agencies, consultants, creative partners, vendors, and media relationships.
- Identify opportunities to leverage partnerships, in-kind contributions, and shared resources to maximize marketing reach and impact.

Application Process

To: Opportunities@cenera.ca
Cc: careers@jacanada.org
Subject: "JA- Director, Marketing- YOUR NAME"
Attach: Cover Letter and Resume

- Interested candidates are invited to submit their resume with a cover letter that highlights alignment to the position qualifications.
- Note direct LinkedIn applications will not be considered.
- Candidates are encouraged to apply as soon as possible. Applications will be reviewed on a weekly basis. Posting will remain open until a suitable candidate is secured.
- As part of JA Canada's recruitment process, shortlisted applicants may be contacted by Cenera, an external recruitment partner working on behalf of JA Canada. Cenera may contact shortlisted applicants to coordinate next steps, gather additional information, and otherwise support the recruitment and selection process.
- We thank all candidates for their interest in advance. Based on anticipated volume of applicants, we will only respond to successful applications.
- A short list of successful applicants will have an initial screening survey or interview.
- A formal interview will be conducted by two members of the Marketing Department and an HR representative.
- An offer of employment with JA Canada is conditional upon the successful completion of a background verification check, subject to applicable laws and regulations.

JA Canada Commitment to EDI&A:

JA Canada is committed to an equitable, diverse, inclusive and accessible environment where differences are valued and respected in all areas of our business. We welcome and encourage applications from people of all backgrounds and abilities. Accommodations are available on request for candidates taking part in all aspects of the selection process. JA Canada will not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed (religion), sex (including pregnancy and gender identity), sexual orientation, disability, age (18 and over), record of offenses for which a pardon has been granted, marital status (including same sex partners), family status (being in a parent-child relationship), or any other grounds prohibited by the Canadian Human Rights Code.