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www.family-enterprise-xchange.com

JOB DESCRIPTION

TITLE: National Director, Communications & Marketing

REPORTS TO: President & CEO

STATUS: Full-time Permanent

The **Family Enterprise Xchange (FEX)** is a national membership organization for business families and their advisors. The Family Enterprise Xchange was created because Family Enterprise is so important to Canada's economic and social well-being. Our goal is simple: to empower enterprising families and their advisors with the resources and support they need to succeed and flourish. To achieve this, FEX provides business families and their advisors with a unique blend of shared wisdom and experience, and leading-edge thinking and knowledge.

FEX exists to propel enterprising families to new heights and ensure that they continue their journey for future generations. Working through local Chapters and a national movement, FEX connects, supports, inspires, educates, and advocates for our Family Enterprise community.

SUMMARY OF ROLE:

This role is to develop and execute a highly effective strategy to raise the profile, awareness, and brand of the Family Enterprise Xchange with the family enterprise community across Canada and with all external stakeholders. As a member of the leadership team, reporting to the President & CEO, you will be responsible for leading all communications and marketing activities of the organization, building our reputation in the family enterprise community across Canada, and supporting our overall growth and development.

RESPONSIBILITIES:

- Lead the development of a content marketing strategy that clearly and concisely articulates our purpose and that is leveraged across multiple mediums and channels
- Lead the development and execution of the communications and marketing plans for the organization, including the areas of public relations, media relations, and advertising
- Develop and execute an engaging social media strategy focused on building our image and reputation with members, prospective members, and other key stakeholders
- Establish a dynamic online presence that is highly effective in engaging and connecting our members, serving as a key resource centre for the whole family enterprise community
- For our key member programs and initiatives, work collaboratively with internal peers to develop and deliver engagement and communication strategies that drive and support their success
- Proactively manage all media activity for the organization and ensure regular contact with target media and appropriate responses to media requests
- Oversee the editorial direction, design, and production of all print and electronic publications including all internal and external communications such as email broadcasts and e-Newsletters
- Measure and report on the effectiveness and success of the organizations communications and marketing programs
- Monitor market trends in family enterprise and conduct market research as required to ensure the organization remains relevant and on the leading edge



REQUIREMENTS:

- University degree in communications, marketing, media, or journalism with minimum 8 years relevant progressive experience in areas noted. Professional accreditation desired
- Demonstrated skill and experience in the design and execution of communication and marketing strategies
- Proven experience and knowledge in effective use of social media
- Expertise in all appropriate technologies
- Availability to travel as needed
- Knowledge of family enterprise field an asset

KEY ATTRIBUTES

- Excellent communication and relationship building skills, highly effective team player
- Strong organizational skills with a problem-solving mindset
- Proven ability to think strategically
- Self-starter with ability to achieve results with minimal supervision and manage a complex high-volume workload
- Demonstrated ability to adapt to change and manage multiple competing priorities

Please respond via email with cover letter and CV, attention Bill Brushett, President & CEO

E: bbrushett@family-enterprise-xchange.com

Thank you in advance for your interest. Only qualified applicants will be contacted, please no phone inquiries.