

## JOB POSTING

### **Manager of Communications and Marketing**

**Posting Date:** Monday June 22, 2026

**Closing Date:** When filled

**Position title: Manager of Communications and Marketing**

**Organization:** Alzheimer Society Southwest Partners

Are you a passionate storyteller and strategic thinker ready to make a meaningful impact in your community? The Alzheimer Society Southwest Partners is seeking a dynamic Manager of Communications and Marketing to lead the development and execution of multi-channel strategies that raise awareness and strengthen support for individuals and families affected by dementia. As a key member of our leadership team, you will collaborate across the organization and with community partners to elevate our brand and amplify our mission. If you are driven by purpose, thrive in a collaborative environment, and are eager to use your expertise to create lasting change, we invite you to apply.

#### **About This Position:**

**Job Status:**

Full-time, Permanent, current role

**Location:**

Within the region of Elgin, Middlesex and Oxford counties and remote from home. Travel throughout the region will be required.

**Summary:**

The Manager of Communications and Marketing has primary responsibility for the development and implementation of the Alzheimer Society Southwest Partners (AlzSWP) communications and marketing strategy. Reporting to the Director of Development, the role will work in close collaboration with all areas of the organization to build awareness of programs, services and events, positioning the Society as the leading dementia support organization in the region.

#### **Manager Responsibilities**

**Strategic Leadership and Planning**

- Act as a member of leadership team, contributing to strategic and operational planning.
- Drives the activities related to annual plans, budgets, and quality improvement initiatives to support organizational goals.
- Foster growth, stability, and adaptability within the organization.

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## **Team Development**

- Promote a culture of communication, collaboration, and efficiency across departments.
- As a manager of the Society, is expected to participate in organization activities and events such as annual general meeting, fund development, appreciation, social, and other events as required.
- Foster a positive organizational culture that reflects the organization's values.
- Actively participate in organizational committees such as Culture and Equity, Diversity, and Inclusion (EDI).

## **Operational Oversight and Compliance**

- Ensure compliance with organizational policies, health and safety regulations, and relevant legislative requirements.
- Support the fund development mission by participating in and promoting organizational fundraising goals.
- Prepare and deliver reports as requested.
- Contribute to enterprise-wide processes, including risk management and performance evaluation.

## **Community and External Engagement**

- Represent AlzSWP professionally with all clients, volunteers, donors, staff, and partners, fostering strong relationships.
- Develop and maintain external partnerships / relationships to foster collaboration and build community engagement and support.

## **Role-Specific Responsibilities**

- Work with cross-portfolio teams to build awareness of Alzheimer's disease and other dementias, the programs and services offered by the Society, and the need for volunteer and philanthropic support.
- Plan, develop and execute an integrated, multi-channel communications and marketing strategy.
- Oversee the AlzSWP brand across all channels.
- Engage, lead and coordinate external freelance/contract providers to meet AlzSWP marketing and communications needs as required.
- Support Senior Leadership on implementation of advocacy strategies related to municipal, provincial and federal levels of government.
- Develop and deliver targeted messages across a variety of media including web, digital, social media, television, print, radio etc.
- Oversee media relations for AlzSWP and advise Senior Leadership, CEO and Board of Directors on public relations issues.
- Establish, measure, evaluate and report on key performance metrics for communications and marketing.
- Work collaboratively with provincial, national, and other local Alzheimer Societies to ensure marketing strategies and activities are fully aligned.

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- Collaborate with the Director of Development to develop and monitor the annual marketing and communications budget.
- Attend meetings and follow up as required.
- Other related duties as requested by Director or CEO.

## **Skills:**

- Strong storytelling skills across multiple channels and types of media.
- Excellent planning and organizational abilities.
- Superior time management skills and the ability to meet deadlines.
- Creative problem solving.
- Results orientated and focused.
- Highly analytical and detail oriented.
- Excellent interpersonal and communication skills (verbal, written, presentations).
- Strong experience with graphic design, website software, social media platforms, and proficiency in Microsoft 365 suite.
- Comfortable conducting and participating in online virtual meetings and presentations (ex. ZOOM, TEAMS).
- Ability to plan, coordinate and evaluate systems.

## **Required Experience and Qualifications:**

- A degree, diploma and/or equivalent experience in a relevant field.
- 3 plus years of relevant work experience.
- Demonstrated ability to plan, coordinate and evaluate promotional campaigns.
- Demonstrated ability to develop strong, authentic and sustainable relationships with colleagues.
- Able to work within an environment that requires a high degree of professionalism, confidentiality and discretion.
- Flexibility to represent the Society at events and programs, some of which occur outside of regular work hours.
- Valid driver's license and access to own vehicle.
- Vulnerable sector police record check.

## **Preferred Qualifications:**

- Experience in the non-profit and health care sector.
- Leadership experience.
- Knowledge of and/or experience working with people living with dementia and care partners.

**Immediate Supervisor:** Director of Development

**Direct Reports:** None

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## **Working Conditions:**

Hybrid: in office position / some remote work from home. General office duties, typing, filing, occasional lifting / carrying 25lbs, reaching, bending, walking, sitting, and standing. Freedom of movement throughout the day. Travel throughout our region will be required.

## **About Us**

### **Organization Overview:**

The Alzheimer Society actively supports families and individuals affected by Alzheimer's disease and other dementias. We advocate for and provide support services, education, and funding for research for those affected by Alzheimer's disease and other dementias.

### **Our Vision:**

No one impacted by dementia goes unsupported.

### **Our Mission:**

We provide community and person-centered support and education to those impacted by dementia.

### **Our Values:**

Collaboration, Excellence, Respect, Compassion and Belonging.

**Website:** [www.alzswp.ca](http://www.alzswp.ca)

## **WHY US!**

- Positive work culture and great team with meaningful goals and values
- Mentorship
- Employee assistance program
- Health benefits, pension and contribution matching
- Professional development opportunities
- Salary range – Grade 6: \$63,601 - \$76,321 per year
- Generous paid vacation time, paid sick time, personal days and birthday off paid
- Hours: Mon - Fri, 8:30 am to 4:30 pm
- 35-hour work week, flexible work models

## **TO APPLY:**

Interested applicants will submit a **complete application package including cover letter and resume in .pdf format to:** [HR@alzswp.ca](mailto:HR@alzswp.ca) (with the job title listed in the subject line).

All applicants will be screened based on receiving a complete application package and according to the qualifications listed in the posting. We thank all applicants for their interest, only those selected for an interview will be contacted.

## **Commitment to Equitable Recruitment:**

The Alzheimer Society Southwest Partners (AlzSWP) recognizes the value and dignity of each individual and ensures everyone has genuine, open, and unhindered access to employment

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opportunities, free from any barriers, systemic or otherwise. We are dedicated to building a diverse and inclusive work environment, where the rights of all individuals and groups are protected and all members feel safe, respected, empowered, and valued for their contributions.

Our values (collaboration, excellence, respect, compassion and belonging) are the guideposts we use for decision-making of all kinds. We believe that this will guide the organization toward a place of inclusion for all - where equity and access to essential supports and services becomes the reality.

We are committed to inclusive, barrier-free recruitment and selection processes in accordance with the Human Rights Code and AODA. The Alzheimer Society Southwest Partners welcomes those who have demonstrated a commitment to upholding the values of equity and social justice and we encourage applications from First Nations, Inuit and Métis, Indigenous Peoples of North America, Black and persons of colour, persons with disabilities, people living with dementia, care partners and those who identify as LGBTQ2S+.