



OPPORTUNITY
International



Opportunity Profile

DIRECTOR OF MARKETING &
COMMUNICATIONS

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Opportunity International Canada (OIC) is searching for a collaborative and passionate leader with excellent marketing and communications skills to join their team as Director of Marketing and Communications.

As the Director of Marketing and Communications, you will be responsible for the oversight of OIC's marketing and communications program and initiatives. You will lead and execute an annual communication and marketing plan that generates revenue, achieves financial targets and enhances the organization's image and position within the non-profit sector.

This is a great opportunity to be part of a growing international development organization using your skills to see marginalized people and communities gain sustainable livelihood development through financial inclusion, training and support.

The Director of Marketing and Communications will work with OIC's Philanthropy Team in an integrated way, seeing the Philanthropy Team as their main client. Working collaboratively and creatively across all departments, the Director of Marketing and Communications will articulate the story of Opportunity International and its clients to a diverse target audience in a compelling way.

The Director of Marketing and Communications will drive the cadence of communications across a range of channels, and work effectively with third party content providers and marketing agencies as required.

If you are marketing and communications professional who is aligned with OIC's cause, we would love to hear from you!



OUR STORY

Opportunity International Canada is a registered Canadian charity that empowers families along their journey out of extreme poverty to new lives filled with strength, hope, resilience and the power to achieve their dreams.

Opportunity International designs, delivers and scales innovative financial solutions that help families living in extreme poverty build sustainable livelihoods and access quality education for their children. We equip families with the tools and training they need to build their business, improve their harvests, provide for their families, send their children to school and break the cycle of poverty.

For further information, visit OIC's website with this [link](#).

OUR WORK



Microfinance: Opportunity International provides access to savings, small business loans, insurance and training to 19.5 million people working their way out of poverty in the developing world. Clients in 30 countries use these financial services to expand businesses, provide for their families, create jobs for their neighbours and build a safety net for the future.

Improved Health & Well Being: Trained health leaders in India broadcast life-saving knowledge to thousands of families within their communities. In Ghana, young women and girls learn to prevent early pregnancy and avoid communicable diseases through our apprenticeship program. Across Haiti, families learn the importance of good nutrition and proper sanitation through our ultra-poor Microfinance Program.



Innovative Programs: We deploy technology-enabled solutions such as mobile-phone banking and interactive voice response technology specifically focused on women's needs. Our Apprenticeship Program pairs youth and young adults with successful small business owners who mentor and train them in a marketable craft. The Pathway to a Better Life Program allows families living in poverty to take a first step in development, and thus gain access to more traditional development aid programs.

Agriculture Finance: We help rural families transform their small farms into more productive, lucrative and effective enterprises by providing access to seeds and fertilizer, connections to buyers and training on agricultural best practices.



Education Finance: We partner with financial institutions to help independent local schools provide affordable, quality education. At the same time, we help parents access the resources necessary to send their children to school. By connecting private sector finance to education providers in low and middle income countries, we are tackling the global education crisis and helping more children attend better schools.

WHO WE ARE



OUR VISION

Our vision is a world in which all people have the opportunity to achieve a life free from poverty, with dignity and purpose.

OUR MISSION

By providing financial solutions and training, we empower people living in poverty to transform their lives, their children's futures and their communities.

OUR MOTIVATION

We respond to Jesus Christ's call to love and serve the poor. We seek to emulate the Good Samaritan, whose compassion crossed ethnic groups and religions. We serve all people, regardless of race, faith, ethnicity and gender.

KEY RESPONSIBILITIES

- Develop and execute a comprehensive marketing and communication strategy to meet philanthropic objectives, a plan that will strengthen existing relationships and build support for specific campaign initiatives.
- Develop and maintain key messaging and branding across all communication channels within existing global network branding guidelines.
- Work with documentary film production, video creation and editing contractors.
- Work with one or more agencies to develop and implement a digital strategy encompassing web content, web marketing, social media, public relations and other collateral.
- Develop relationships with the media and prepare press releases.
- Write, edit and proof written assets.
- Review and improve fundraising materials and proposals for messaging and brand alignment, consistency, appropriateness and quality.
- Assess the impact of marketing strategy against metrics that measure its effectiveness and reach, and present findings to the team.
- Participate in the Global Marketing Forum within the Opportunity International network.
- Monitor the website to ensure optimal functioning, presentation and search engine optimization.
- Create and archive client success stories.

ACCOUNTABILITY & SKILLS

Accountability & Organizational Skills

- Must have strong organizational skills.
- Able to be accountable to see projects, programs and efforts through to completion.
- Able to manage multiple competing priorities and deadlines.
- Self-directed and able to organize, plan and prioritize.
- Must be detail-oriented and have critical thinking skills.

Problem-Solving Skills

- Able to deal with complex issues as they arise, and overcome challenges in a collaborative fashion.
- Able to make timely sound decisions, seek team input, use data and apply creative approaches and innovative ideas.



QUALIFICATIONS

- Belief in OIC's cause is a necessity.
- Excellent proofreading and copy-editing skills with a demonstrated ability to write clear, engaging and creative copy for various purposes and audiences.
- Expertise in marketing with extensive experience in digital and social media.
- Experience with project management, structures and processes.
- Proficient in web and graphic design software.
- Excellent time management, communication and multi-tasking skills.
- Proactive, resourceful, creative, self-motivated and detail-oriented.
- Must align with the Christian values and convictions of OIC.

OUR SEARCH TEAM



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MARK KRAFT LEADING THE SEARCH

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.



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RYAN FERNANDES SUPPORTING THE SEARCH

Ryan brings over 15 years of progressive financial, people and global leadership experience across a broad spectrum of Fortune 500, private equity and private businesses ranging from CPG, automotive, food and beverage, and supplements. Having been both a candidate and a hiring manager with several executive recruiters, Ryan has the perspective to help a client clearly articulate their needs and wants as well as identifying a candidate who will excel in the role.



alexa@nelsonandkraft.com
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ALEXA KROEKER SUPPORTING THE SEARCH

Alexa has over three years of administrative experience in the charity sector. She has a Bachelor of Arts in International Studies from Trinity Western University. Her interests include writing and communications, and finding ways to improve processes and increase efficiency. She is excited to grow her skillset in marketing and social media engagement with Nelson/Kraft & Associates.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline for this search:

Location: Remote in Canada

Application Deadline: April 24, 2023

Short List Interviews: May 2023

Start Date: June 2023

HOW TO APPLY

**Please forward a PDF of your resume and cover letter to info@nelsonandkraft.com.
Include "OIC - Director of Marketing & Communications" in the subject line.**

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.