



Position Title	Communications & Media Manager
Status	Full Time, Permanent
Reports to	Vice President of Operations
Location	225 Select Ave., Toronto
Send Cover Letter and Resume to	people@canfitpro.com

Job Summary

As canfitpro's Communications & Media Manager, your primary role is to increase the sales of all canfitpro products and services through social media, website, email, print, radio, television and other emerging marketing conduits. This role will include the planning, directing, and coordinating of marketing strategies with the management team within the context of the company's purpose, mission and vision.

Summary of Duties and Responsibilities

- Develop and execute marketing & advertising plans, both short and long range, to ensure the profit growth and expansion of company products and/or services
- Manage a team of five associates including graphic designers, social media, magazine editor and coordinator.
- Deep understanding of marketing funnels through automation and drips and proven ability to increase lead capture
- Develop and implement new strategies to increase brand awareness in the Canadian Fitness Consumer market
- The development of an advertising and marketing budget and then ensure marketing and advertising budgets are met
- Ensure advertising, promotion, and marketing of canfitpro materials is held within branding guidelines
- Plan and oversee the organization's website and magazine
- Source and manage outside advertising agencies on ongoing campaigns including negotiating with outside vendors
- Conduct marketing surveys on current and new product concepts
- Monitor, analyze and report data through various sources, including Google Analytics, marketing surveys, programmatic results, heatmaps, social media insights
- Create and implement a media relations strategy to grow the awareness of canfitpro as the authority for fitness in Canada
- Research, analyze, and monitor financial, technological, and demographic factors so that market opportunities may be capitalized on and the effects of competitive activity may be minimized

Qualifications

Education

- Minimum of post-secondary education or equivalent experience in Marketing and/or Communications



Knowledge, Skills and Abilities

- Proven marketing success in driving revenue & profitability
- Build strong relationships with all levels of the organization as well as external partners, sponsors, vendors and contractors
- Strong understanding of digital marketing including SEM, SEO, social media, programmatic for advertising and generating sales
- Exemplary leadership, written and verbal communication skills
- Excellent time management, planning and organizational skills
- Sound decision making skills, demonstrated initiative, and attention to detail
- Ability to problem solve, manage change, and consistently act as a role model
- Ability to forecast, plan, and be creative
- Strong knowledge of Microsoft applications, email providers (Mailchimp, GetResponse), WordPress

Experience

- 3-5 years' experience in a marketing supervisor or management role
- 5 + years in marketing, communications or related disciplines
- 2 + years Managing Projects including budgets
- Experience and interest in the fitness industry is an asset

Working Conditions

- This position is based out of canfitpro Home Office at 225 Select Ave. Toronto
- Mainly weekdays, occasional evenings and weekends
- Occasionally work off-site and travel may be required

canfitpro is an equal opportunity employer. Upon request, we will make accommodations available during the recruitment process to applicants with disabilities.