

**Key Details:**

Job Title: Marketing & Campaign Specialist – Growth & Engagement

Type: Full-Time, 35 hours per week

Location: 3701 Danforth Avenue, Scarborough, ON M1N 2G2. This is a fully on-site position.

Salary: The salary for this position ranges from \$60,000-\$65,000 per year, depending on experience and qualifications. A comprehensive benefits package is also included.

Deadline: A cover letter and resume must be submitted no later than November 11, 2026.

Reports to: Director, Brand & Communications

Vacancy: This position is currently vacant and available to be filled.

AI Disclosure: Variety does not use artificial intelligence or automated tools to screen, assess, or make hiring decisions. All applications are reviewed by our hiring team.

Variety is committed to building an inclusive workplace that embraces diversity, values differences and supports the full participation of all employees. We welcome applications from racialized persons and persons of colour, Indigenous persons, persons with disabilities, 2S & LGBTQIA+ persons, and anyone who can contribute to the diversity of our team and a culture where everyone feels valued and included.

About Us:**VARIETY GROUP OF COMPANIES OVERVIEW**

There are three companies that make up the Variety Group of Companies (Variety):

- Variety - the Children's Charity (Ontario)
- Variety Village
- Variety Club of Ontario – Tent 28

Variety - the Children's Charity (Ontario) supports programming for children with a disability at Variety Village and throughout the province. Variety programming is inclusive and powered by sport, transforming the lives of individuals and families, while creating more inclusive communities across Ontario.

Variety -the Children's Charity (Ontario) is funded through individual donors, corporate sponsorship, fundraising activities, federal and provincial governments, and foundations.

Variety - the Children's Charity (Ontario) is part of an international charity that has been in operation since 1928. The charity began in Pittsburgh and spread throughout the United States. The chapter in Ontario was the first chapter outside the United States and is now one of the 5 Variety Chapters in Canada. It was founded in 1945, and the original mission of the charity was to build a school for boys with a disability who could not receive an education in the mainstream school system. The school was called Variety Village.

Variety Village operated as a school until it became a centre of para-sport excellence.

Since the 1970s, Variety athletes and coaches have represented Canada at every summer Paralympic games. Currently, Variety Village is a 170,000 square foot facility and operates as a fitness centre for the general community as well as offering programs, training and camps for children of all ages and abilities.

Vision Statement:

“A Welcoming Community and World-Renowned Facility that Empowers All.”

Mission Statement:

“As a Charity, we embrace a people first philosophy, prioritizing inclusivity and support for all. Our Mission is to empower individuals to connect, thrive, and achieve their personal bests.”

Values:

Inclusivity: We host events, deliver programs, and create programs for all.

Respect: We foster a culture of mutual and equal respect.

Trust: We create a safe and trustworthy environment for active participation and are a trusted source of expertise.

Empowerment: We facilitate personal growth and development.

The Opportunity:

Reporting to the Director, Brand & Communications, the Marketing & Campaign Specialist – Growth & Engagement develops, coordinates and executes integrated marketing campaigns that increase organizational awareness, generate qualified inquiries, strengthen engagement and support membership, program and organizational revenue objectives.

Working collaboratively with Membership, Programs, Fitness, Fundraising and other teams, this hands-on role translates organizational priorities into targeted marketing initiatives that support acquisition, conversion, retention, renewal and re-engagement. The Specialist plays a key role in email marketing, CRM-driven campaigns, marketing automation, campaign performance tracking and reporting. As part of a small, collaborative department, the role also contributes to day-to-day communications, marketing content production, coordination and the maintenance of organized, accessible marketing assets and records.

Who We Are Looking For

We are seeking a motivated, resourceful and exceptionally organized marketing professional who takes initiative and follows through. The ideal candidate is a strong writer and careful editor who combines creative campaign thinking with practical technical skills and analytical judgment. They can independently move a project from brief through launch and reporting, identify gaps and recommend workable solutions.

They are meticulous about accuracy, quality control, accessible communications, deadlines and file organization; curious about new tools; collaborative across departments; and comfortable working in an active recreation environment with members, families, athletes, staff and partners of all ages and abilities. They bring energy, ownership and a willingness to help with shared day-to-day work while communicating priorities and capacity clearly.

Key Areas of Responsibility:

Marketing, Growth & Campaigns

- Plan, develop and execute integrated campaigns supporting membership acquisition and retention, program and camp registrations, fitness participation, facility use, events and other approved priorities.
- Translate departmental objectives into campaign briefs, target audiences, messaging, offers, calls to action, channel plans, timelines and deliverables.
- Coordinate campaigns across email, website, digital advertising, social media, print and on-site channels, working with content, design and external partners.
- Work with relevant departments to confirm offer terms, pricing, registration processes, readiness, approval and lead follow-up before campaign launch.
- Test and optimize messaging, audience selection, channels and conversion pathways based on performance.

Email Marketing, CRM & Marketing Automation

- Independently build, proofread, test, schedule, distribute and report on email campaigns, newsletters and automated communications.
- Execute day-to-day marketing work in Salesforce Marketing Cloud Account Engagement (Pardot) and related CRM tools, including lists, segmentation, templates, forms, landing pages and nurture journeys.
- Develop targeted communications for prospective members, current members, day-pass users, program participants, lapsed customers and other relevant audiences.
- Implement and maintain campaign tracking using QR codes, UTM parameters, tagged links, forms and campaign identifiers.
- Conduct pre-send quality assurance for audience selection, consent, content accuracy, accessibility, rendering, links, tracking and scheduling.

- Monitor delivery, engagement, click-through, lead generation and conversions; maintain records of campaign configurations and results.
- Apply CASL, privacy and organizational consent requirements in collaboration with relevant internal owners.

Customer Journeys, Lead Generation & Revenue Support

- Develop acquisition, nurturing, renewal, re-engagement and cross-promotion campaigns that help move audiences from awareness to inquiry and participation.
- Partner with Membership and other customer-facing teams to support clear lead handoffs, follow-up expectations and opportunities to improve conversion.
- Identify opportunities to strengthen registration pathways, landing pages, calls to action and customer communications.
- Support growth and attributable revenue outcomes through marketing activity without assuming ownership of sales follow-up, pricing decisions or operational registrations.

Performance, Analytics & Reporting

- Define and track appropriate campaign KPIs, including reach, engagement, inquiries, leads, conversions, registrations, retention and attributable revenue where reliable data exists.
- Prepare recurring campaign reports, dashboards and concise recommendations for the Director and collaborating departments.
- Use Google Analytics 4, email analytics, CRM reports and other available tools to evaluate campaign performance and inform future activity.
- Work with Membership, Finance, IT and system owners to identify data-quality and attribution gaps across Salesforce, TractionRec and other relevant systems; document requirements and recommend improvements.
- Maintain reliable campaign documentation, measurement plans, reporting records and lessons learned.

Content, Communications & Collaboration

- Write, edit, proofread and coordinate promotional emails, campaign copy, website and landing-page content, digital advertising, social copy and print materials.
- Create and adapt professional marketing materials and templates in Canva; collaborate with the Digital Media & Content Specialist, graphic designer and external partners on creative production.
- Ensure communications reflect approved brand standards, are accurate and use accessible and inclusive language and formats.
- Coordinate internal approvals, timelines and stakeholder inputs; support organizational announcements, campaigns and events as assigned.

Day-to-Day Department Operations & Asset Management

- Share responsibility for day-to-day departmental requests, production coordination, schedules, administrative activities and communication of project status and priorities.
- Maintain orderly shared drives, working documents, editable source files, final assets, templates and campaign records using consistent naming, version control and archiving practices.
- Support the organization and maintenance of the departmental photography and video bank, including file categorization, retrieval and appropriate consent-related documentation.
- Create and maintain accessible documents, digital files and marketing assets; apply relevant AODA/WCAG-informed practices including alt text, colour contrast, captions, readable formatting and appropriate file remediation.
- Support on-site events, community initiatives and partner activations, and attend off-site activities when required.
- Identify inefficiencies and propose practical improvements to workflows, documentation, quality assurance and shared systems.
- Perform other related duties consistent with the role and approved departmental priorities.

Qualifications & Key Competencies:

- Degree or diploma in marketing, communications, business or a related field, or equivalent relevant experience.
- Approximately 3–5 years of experience in hands-on campaign management, digital marketing or marketing communications.
- Demonstrated ability to independently execute multi-channel campaigns and manage timelines, approvals and deliverables.
- Practical experience building email campaigns, segmenting audiences, using CRM/marketing automation tools and interpreting campaign results; Salesforce Marketing Cloud Account Engagement (Pardot) experience strongly preferred.
- Understanding of acquisition, customer journeys, lead generation, conversion, retention and marketing attribution.
- Strong writing, editing, proofreading and quality assurance skills, with exceptional attention to detail.
- Proficiency in Canva and Microsoft 365; ability to maintain organized shared files, editable templates, photo banks and documentation.
- Working knowledge of Google Analytics, UTM tracking, email analytics and campaign reporting; experience with WordPress or similar CMS an asset.
- Working knowledge of accessible communications, AODA requirements and inclusive content practices; willingness to learn and apply evolving standards.

- Adobe Creative Cloud, digital advertising platform and nonprofit or membership-based marketing experience considered assets.
- Strong initiative, ownership, judgment, curiosity, problem-solving and continuous-improvement mindset.
- Ability to prioritize multiple projects independently, collaborate respectfully, communicate challenges early and work effectively in a small team.

How to Apply:

Expressions of Interest should include a resume and cover letter addressed to Human Resources at humanresources@varietyontario.ca

Variety is committed to providing an inclusive and accessible recruitment process.

Accommodation requests can be made at any stage of the recruitment process, provided the applicant meets the qualifications and requirements outlined in the job posting. Applicants are encouraged to communicate their accommodation needs when contacted.

We thank all candidates for applying. Only shortlisted candidates will be contacted about the next stages of the selection process, which will include in-person interviews and a practical component.

For more information, please visit: www.varietylvillage.ca