MARKETING MANAGER
Ottawa, ON

JOB SUMMARY

Reporting to the Executive Director, the **Marketing Manager** develops and implements site-specific marketing and sales programs to achieve occupancy targets in accordance with legislative/regulatory requirements, Company policies and procedures and fiscal constraints.

PRIMARY JOB RESPONSIBILITIES

- Assist with developing the annual marketing plan, departmental goals and objectives, and annual budget.
- Market the Community's services and amenities to potential residents, external groups and senior care system.
- Perform ongoing market research and continually monitor competitors, and adjust marketing efforts as needed.
- Oversee all marketing and advertising promotional activities and staff involved in these activities.
- Oversee, collaborate on, and actively participate in the community's social media strategy and content development to build brand awareness and engagement.
- Actively assess and refine advertising strategies to ensure campaigns generate qualified traffic and effectively target the right prospective residents and families.
- Engage with Culinary and Lifestyle departments for purposes of specials events planning.
- Enforce and adhere to all appropriate workplace regulations, compliances, legislation and Company policies and procedures.
- Be continually aware of and maintain the highest standards of professionalism by following the Company dress code.
- Act as Manager-on-Duty weekends on rotation.

WORKING CONDITIONS

- Work on a continuous basis with a computer.
- Walk and stand on a variety of surfaces for at least 3 hours per day.
- Occasional lifting up to 30 lbs.
- Travel by personal vehicle to attend community functions as required.
- Exposure to extreme temperature and variable weather.

WHO YOU ARE

- Post-secondary education in business/marketing field is an asset, or equivalent combination of education & experience.
- Excellent English communication (both oral and written), including presentation skills.
- Sound knowledge of local community, competitors and media contacts.
- Computer proficiency including media software, internet resources and Microsoft Office.
- Valid Drivers' license.
- Must be able to provide a police check with vulnerable sector screen, a TB test, and a record of vaccination for COVID-19 (minimum 2 doses) upon hire.

Posting Date: October 15, 2026 **Application Deadline: October 22, 2026**

In accordance with the Accessibility for Ontarians with Disabilities Act, 2005, applicants with a disability who require accommodation throughout the application, interview and/or selection processes may contact the Executive Director for assistance.