



Tribe.



OPPORTUNITY BRIEF

Marketing & Communications Lead

STATEMENT OF INTENTION

We are a **passionate, adaptable** team who are contributing to a more inclusive, diverse, equitable and accessible entrepreneurship & innovation ecosystem a reality.

Our belief is that a strong **commitment to diversity, equity and inclusion** enables us to truly make economic opportunity a reality for everyone.

We strongly encourage applications from Black, racialized and Indigenous /Mi'kmaq Peoples, newcomers to Canada, people with disabilities and people from gender and sexually diverse communities and/or people with intersectional identities. If you are a member of a group that has been historically excluded from opportunities, we encourage you to self-identify in your cover letter or resume and to share your pronouns. As an organization led by People of Colour, and committed to co-creation of opportunities with racialized communities, preference for this role will be given to applicants who identify with a marginalized group.

We are dedicated to adding new perspectives to our team and encourage you to apply if your experience is close to what we are looking for.

We are committed to treating all applicants fairly and accommodating those with disabilities at any stage of the hiring process.



ABOUT TRIBE NETWORK

Tribe Network is a social enterprise — building Canada's BIPOC Entrepreneurship & Innovation Hub — we work with entrepreneurs, leaders, and companies to co-create a more inclusive entrepreneurship & innovation community.

We know that for far too long, Black, Indigenous and People of Colour have lacked access to relevant networks, capital or opportunities to generate wealth.

We believe Black, Indigenous and People of Colour need to access relevant networks, opportunities and markets to succeed and thrive in the global world.



THIS MOMENT, THIS POSITION

Launched earlier this year, Tribe Network is experiencing an exciting period of exponential growth - in organizational capacity, community partnerships, robust program launches and intended impact within the Black, Indigenous and People of Colour entrepreneurship community.

To meaningfully build an inclusive innovation and entrepreneurship hub we are seeking a creative, culturally aware leader to join our early-stage organization as Marketing & Communications Lead. This person is motivated by the opportunity to innovatively build processes and systems from the ground up. They have exceptional communication skills and are eager to bring an ethnocultural and human lens to a growing digital landscape. As a key player, you will work closely with the Tribe team to develop and implement sound marketing and communication strategies to build and strengthen the Tribe brand and to advance partnerships and programs built on trust.

POSITION RESPONSIBILITIES

Digital Content Development & Management

- Planning, developing and directing multiple avenues of marketing strategies to drive sales & partnerships
- Management and development of the content of all Tribe social media accounts, website (Including blogs and reports)
- Implementing search engine optimization (SEO) in online media

Platform Development Support

- Working with the digital platform lead on any needed drip campaigns and automated email sequences for the platform.
- Addressing problems and troubleshooting campaigns
- Analyzing customer feedback and campaign performance

Research & Admin

- Coordinating and producing financial documents for advertising campaigns, such as budgets, estimates, and contracts
- Conducting marketing research on products and new trends and analyzing data to identify new opportunities.
- Communicating and negotiating with any contractors relating to Marketing Initiatives.
- Oversee creative, digital, analytical, and financial aspects of marketing projects.
- Researching trends and new marketing opportunities, and brainstorming ideas.

Love what you do.
Do what you love.

Be an inclusive leader.
Lead from all sides.

Change the system.
Challenge the status quo.

Value the power of the
community.
Collective Action.



EDUCATION & EXPERIENCE

- 2-5 years experience working in communications, PR, marketing, or a related field
- Well-versed in digital media platforms such as LinkedIn, Twitter, Facebook, and Instagram
- Excellent written and verbal communication and presentation skills
- Strong organizational skills, ability to multitask effectively, and strong attention to detail
- Strong interpersonal skills such as engaging with users, customers and partners
- Competence as a creative writer with an eye for great emails and landing pages
- Ability to work as a team member, as well as independently
- Comfortable navigating technology (E.g. G-Suite, CRMs, Canva, Slack, Active Campaigns...etc)
- Loves working in a fast-paced, constantly changing environment. This is someone who isn't afraid of change and can thrive in it.

Skills that would be a bonus

- Experience working with multiple stakeholders on communication initiatives
- Experience managing an ad budget for media and social campaigns
- Experience with developing GTM strategies for customer acquisition



THE PACKAGE

Salary: \$50-60,000 / year
Full-time position

Benefits package
Paid vacation time
Atlantic Canada (remote work)

AS THE IDEAL CANDIDATE:

Is a natural communicator and storyteller with a strong knowledge and appreciation for the innovation and entrepreneurship space.. You have the ability to illustrate the unique nuances and experiences faced by entrepreneurs on their journey. You are eager to contribute to inclusive economic development and are not afraid to continuously learn of, understand and address the social and economic needs of Black and racialized entrepreneurs. You are an outside-the-box thinker who can pinpoint the specific needs of a project while maintaining high-level vision for the larger components necessary for its completion. You are a confident leader who takes initiative and a thoughtful approach to planning ahead.

You may align with this opportunity if you are deeply driven to impact and contribute to the success of racialized peers. You thrive in a fast-paced start-up environment that is constantly experiencing change and growth. You are not afraid to bring your full self to work and know that your varying perspectives and lived experiences add intrinsic value to a diverse team.



APPLICATION DETAILS

Apply now by [Clicking Here!](#)

Applications will be accepted until 12pm on January 7, 2021.

Please be sure to include a cover letter that speaks to your experience, but we also want to get a glimpse of your personality. Don't be generic, be yourself.



WHAT TO EXPECT

- We closely review all applications and read each cover letter (we promise).
- If you are selected as a top candidate, expect a phone discovery call with a Lead Placemaker from P4G. This is someone who treats the recruitment process non-traditionally. We want to get to know what inspires you as a human.
- Selected candidates will proceed to a virtual interview with the Lead P4G Placemaker and 2-3 Tribe Network representatives.
- Finalists may participate in a second round interview or skills activity (virtual or in person).
- P4G will check employment references and assist in presenting an offer to the successful candidate.