



Position Profile

**National Director, Marketing and Communications
2023**



About Windmill Microlending

In 2005, Dr. Maria Eriksen, a psychologist at Calgary Foothills Hospital, was frustrated to see internationally trained doctors working as janitors in her hospital. Thinking that a low-interest loan might help solve the problem of wasted immigrant talent, she asked a group of friends if they would help her raise \$25,000 to make five loans to help skilled immigrants restart their careers. This was the start of Windmill Microlending.

Over \$63 million in loans later, Windmill has grown into a national charity with a proven track record of converting potential to prosperity from coast to coast. Our 7000+ clients—immigrants and refugees from over 135 countries—are building careers in healthcare, IT, financial services, law, engineering, and many more.

Beyond offering affordable loans, we provide career assessment coaching, financial literacy training, and mentorship for newcomers who lack access to mainstream credit. As a result of this combination of loans and support, our clients increase their incomes by 3.5 times on average, and 97% repay their loans.

While our clients achieve career success, Canada also receives tremendous economic and social benefits. Every dollar invested in Windmill Microlending returns \$15 to the Canadian economy in the first year after our clients complete their learning. Labour-market shortages and poverty decline, while equity and inclusion increase.

Over the next 3 years, Canada expects to welcome 1.4 million economic immigrants, many of them professionals who will need Windmill's support to put their skills to work in Canada. Windmill is scaling up to meet their needs and realize our founder's vision of helping all immigrants succeed in Canada.

Windmill has received the following accolades:

- [One of Canada's 10 fastest growing charities \(2022\)](#)
- A finalist for Charity Village's Top Charities for Diversity Equity and Inclusion (2021)
- One of Canada's 10 most innovative non-profits (2018)

www.windmillmicrolending.org

The Role

Reporting to the CEO, the National Director of Marketing and Communications has full oversight and leadership for marketing and communications at Windmill Microlending (Windmill). With a small team of marketing and communications professionals, the Director will build a highly functioning, qualified, service-oriented department.

The three primary organizational deliverables the team will support are (1) to increase the number of loan applications from skilled immigrants, (2) to reduce the cost of client acquisition (3) to motivate greater financial support from the private sector and governments by establishing Windmill as an innovative and impactful leader in the charitable sector.

Key Responsibilities

- Create compelling marketing campaigns to reach key target groups for client acquisition, prioritizing strategies that best meet the needs.
- Utilize data analytics and CRM tools that increase Windmill's ability to grow our client numbers.
- Increase Windmill's thought leadership position in Canada and build the organization's brand profile.
- Apply current technologies, strategies, and best practices in digital marketing to...
 - Grow brand awareness among targeted groups of potential clients and partner organization communities through planning, implementing, monitoring, and improving a variety of digital marketing campaigns across multiple channels.
 - Create and optimize non-paid and paid acquisition campaigns, both offline and online (website, social media, and blogs), in order to maximize click-through rates, signups, and conversions of potential clients.
 - Monitor and analyze all online metrics for performance data, as well as provide actionable plans for Conversion Rate Optimization (CRO).
- Support Windmill's first major fundraising campaign by helping to develop materials that support the recruitment and stewardship of individual, government, corporate, and foundation supporters.
- Be the lead on the development of a new website for Windmill.
- Support the development of materials related to the recruitment and stewardship of impact investors.
- Oversee marketing budgets to ensure the highest ROI, measured by loan application numbers and fundraising success.

The Ideal Candidate

The ideal candidate has 10-plus years of professional experience as a national marketing and communications professional in the private and/or charitable sector including demand generation and revenue development using digital marketing strategies.

You are able to demonstrate success in improving marketing campaigns with the use of data analytics leveraging tools such as HubSpot. You have used these tools to execute, track and analyze major marketing and communication campaigns and initiatives, ideally in different regions of Canada.

You have demonstrated experience creating thought leadership initiatives for the leaders of your organization that have a direct impact on the sales/revenue/customer acquisition numbers.

You are an excellent manager and leadership team member who has a track record working collaboratively with your colleagues and direct reports and has acted as a role model and mentor through your professionalism, work

ethic, collegiality, and warmth. In leadership team meetings, you are comfortable articulating and defending a point of view that is not shared by your colleagues and supervisor and having your thinking challenged and stretched by them.

You have an excellent track record executing a variety of campaigns in a creative but systematic, process-driven manner and a demonstrated ability to acquire new customers, members, and funders.

Private sector candidates will be considered who have been in a leadership role supporting a national organization with strong digital marketing skills. Preference will be given to candidates who have worked with charities, either in a professional or volunteer capacity.

Personal Attributes

Being a successful member of Windmill's staff and leadership team means you are a positive and motivating individual who is always challenging yourself and your team to be your best. You don't mind being challenged in your thinking by your colleagues and welcome participation in discussions about organizational strategy. You see these as an opportunity to learn, contribute and grow.

A highly driven and results-oriented individual, you bring solutions based on analytics as well as creative thinking. Your maturity, self-awareness, diplomacy and emotional intelligence will make you a successful member of the leadership team.

You have an ambitious growth mindset and relish the prospect of playing a key role in the evolution of a dynamic, entrepreneurial, high-impact charity. You share Windmill's passion for helping skilled immigrants prosper, for reducing poverty in Canada, and for helping to create inclusive prosperity. You share our values of passion, empowerment, simplicity, and results. You are keen to help us grow and to help us reduce our costs of client and donor acquisition by applying innovative thinking and new strategies.

Core Competencies

- Proficient in planning, analyzing, executing, scaling, and optimizing campaign performance along the full customer lifecycle, from acquisition to re-targeting to re-engaging.
- Experience and demonstrated success with digital marketing and analytics.
- Excellent writing and storytelling skills, able to write compelling stories to different stakeholder groups using a variety of mediums.
- A skilled manager of staff who understands how to motivate, inspire and coach people to get the highest level of performance.
- Skilled at developing marketing, communications, PR, earned media and social media plans and activities.
- Highly creative with experience identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Knowledge of website and marketing analytics tools (e.g., Google Analytics, Google AdWords, MailChimp, Survey Monkey, etc.)
- Understand SEO ranking factors, guidelines, analytics, algorithms, techniques and tracking tools.
- Highly organized with the ability to prioritize many competing interests and needs.
- A smart and forward-thinking professional who understands trends and the impact of technology.
- An undergraduate degree is an asset, ideally in business/marketing.
- You are a great listener as well as a great communicator in meetings and can support team decisions unreservedly, whichever way they go.

- A bilingual candidate (French and English) is preferred.

Why Windmill

In addition to having a compelling and unique product offering for clients and donors, Windmill has an impressive 18-year track record of client impact. Our Net Promoter Score from clients is +94, an extraordinary result for an organization in any sector. In addition, Windmill is a highly collaborative work environment, where staff satisfaction scores are consistently high. A smart, nimble, and dedicated staff, a highly functioning, collaborative leadership team, and 25% year-over-year growth, are but a few of the reasons Windmill is an excellent place to work.

Additional Information

The position is located in central Toronto where the office is operating with a hybrid environment. Team members are expected to be in the office a minimum of two days per week, Tuesday to Thursday.

How to Apply

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resume along with a cover letter that sets out your interest in the role and highlights the experience you have relevant to the role. Please add your salary expectation for the role in your cover letter. Please submit your resume and cover letter to vesna@searchsmart.ca.

Windmill Microlending is an equal-opportunity employer. Adhering to Canada's Human Rights Code, Windmill grants equal employment opportunity to all qualified persons without regard to race, creed, colour, gender identity or expression, disability, sexual orientation, family status, marital status, citizenship, ancestry, ethnic origin, age, or place of origin. We celebrate diversity and are committed to creating an inclusive environment for all employees.

As an active participant in the Federal Government's 50-30 Challenge, we are committed to building a more diverse, inclusive and vibrant economic future for Canadians by attaining gender parity and significant representation of under-represented groups on our board and in senior management positions.

Contact Details

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