



## Position Profile

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**National Director, Marketing and Communications  
2023**



## About Windmill Microlending

Windmill Microlending enables immigrants and refugees to build careers in Canada while reducing poverty and labour shortages. They do this by offering low-interest loans along with career assessment coaching, financial literacy training, and mentorship for newcomers who lack access to mainstream credit.

Since 2005, Windmill has provided over 9,000 loans to clients in healthcare, IT, financial services, law, engineering, and many other fields to triple their incomes as a result of their affordable loans and support. Windmill is a registered Canadian charity supported by donations and community bonds from the private sector and grants from the public sector.

[www.windmillmicrolending.org](http://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 team of eight marketing and communications professionals, the Director will lead a highly functioning, qualified, service-oriented department.

The four 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 help grow and private and public sector financial support and (4) to support other organizational communication needs as required.

## Key Responsibilities

### Strategic & Operational Contributions – 20%

- Lead organizational strategy and deliverables on all marketing and communications strategies.
- Engage actively in discussions about organizational strategy with the Leadership Team and provide reports to the board on marketing related strategies, targets and achievements.
- Increase Windmill's thought leadership position in Canada.
- Ensure strategic brand oversight for the organization and increase awareness with key stakeholders.
- Build customized marketing strategies in collaboration with internal clients.
- Oversee the marketing and communication budget to ensure the highest ROI, measured by loan application numbers and fundraising success.
- Embrace generative AI and other machine learning to enable continuous learning, improved efficiency and customization.
- Lead communications strategies for potential crisis management.

### Digital marketing – 40%

- Continue to optimize our digital growth marketing programs to achieve our goal of doubling our loan numbers in the next two plus years.
- Create monthly performance reports on Paid Ads, SEO and Website KPIs, provide support, insights, and resources to allied teams.
- Develop the team and enhance technical skills and competencies required for the role.
- Utilize data analytics and CRM tools that increase Windmill's ability to grow its client numbers.
- 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).

#### Communications & PR – 40%

- Create compelling marketing campaigns to reach key target groups for client acquisition, by making use of A/B testing and continuous learning and optimization.
- Enhance communications programs to achieve loan objectives by product line (relicensing, career change, PD, resettlement and Cost+ ZERO).
- Support the development of marketing and communications products to support the execution of Windmill's Partnership team's strategy.
- Improve responsiveness and engagement of prospective applicants, clients and alumni by A/B testing and other creative approaches.
- Create and deliver content calendar to drive engagement and increase reach-through partnerships.
- Grow client acquisition from social media (Facebook, LinkedIn, X formerly Twitter).
- Develop a series of videos for use by Fundraising, GR and Partnerships teams as well as for digital distribution.
- Support Windmill's first major fundraising campaign by helping to develop materials that support the recruitment and stewardship of major gifts from individual, government, corporate, and foundation supporters.

### **Candidate Experience**

To be the ideal candidate, you have 10-plus years of professional experience as a national marketing and communications professional with experience in integrated marketing, branding, media, and public relations. Ideally, you have experience in a national or regional organization, supporting key functional areas such as client acquisition, partnerships, fundraising and government relations. It is important that the candidates have experience supporting major gift fundraising campaigns. Experience and/or knowledge of the financial sector and/or fintech would be an asset.

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, including Quebec.

You have experience creating thought leadership initiatives for the leaders of your organization that have had an impact on the organization's sales/revenue/customer acquisition numbers.

You are an excellent manager and leadership team member who has a track record of working collaboratively with your colleagues and direct reports, acting 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.

## 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 the 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 offer solutions based on analytics as well as creative thinking. Your maturity, self-awareness, diplomacy, humility, 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 the 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 and AI marketing and analytics, including HubSpot and Heyflow.
- Fundraising campaign expertise.
- Excellent writing and storytelling skills, able to tell 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 achieve 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.
- Keen to evaluate and embrace new technology.
- An undergraduate degree is an asset, ideally in business/marketing.
- A great strategic thinker, listener and communicator who 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.

Recently, The Veritas Foundation, an independent foundation that evaluates the impact of Canadian charities, gave Windmill a 5-star impact rating. For every \$1 donated to Windmill, they calculated there is \$5.52 in social and economic return created. This result exceeds the average return range for all 46,000 Charities in their research of \$2.00-\$2.25.

Demonstrable social impact, a smart, nimble, and dedicated staff, a highly functioning, collaborative leadership team, and over 40% 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 in 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 resumé along with a cover letter that sets out your interest in the role and highlights your relevant experience. Please add your salary expectation in your cover letter. Please submit your resumé and cover letter to [vesna@searchsmart.ca](mailto: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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