



Ally Global Foundation

Marketing & Communications Director

Job Title: Marketing and Communications Director

Location: Vancouver, BC

Reports To: CEO

Employment Type: Full-Time

About Us

When sex trafficking and exploitation try to take childhood away, we rally everyone and everything needed to protect it. At Ally, we face challenges head-on and seek innovative ways to empower and safeguard communities. Join us in this mission, where your creativity, leadership, and communication skills will contribute to building a future filled with hope and healing.

Position Overview

We are looking for a strategic and compassionate Marketing and Communications Director to join our team. This role calls for a strategic thinker with exceptional project management skills who can craft thoughtful, people-centered marketing and communications strategies that deeply resonate with audiences. At the same time, we need someone bold enough to explore innovative ways to expand our reach and impact.

As part of our passionate team, you will play a key role in raising awareness and inspiring action. You will oversee subcontractors and collaborate with various stakeholders to bring our shared vision to life. Together, we will design and execute impactful campaigns that engage diverse audiences, tell our story authentically, and build a global community united in the fight against sex trafficking and exploitation of children.

Key Responsibilities

- **Strategy:** Develop and execute a marketing strategy that aligns with our values and drives innovative growth.
- **Storytelling:** Lead the creation of empathetic and inspiring content that fosters understanding and action.
- **Campaigns:** Design impactful campaigns to grow support and engagement for our mission.

- **Team Leadership:** Guide and grow the marketing/creative team, promoting collaboration and creativity.
- **Content Creation:** Oversee messaging across all digital platforms, ensuring it's compelling and values-driven.
- **Performance Tracking:** Use data to evaluate campaigns, refine strategies, and improve outcomes.
- **Budget Management:** Manage the marketing budget to maximize impact and efficiency.

Required Qualifications

- 5+ years of experience in marketing and communications leadership.
- Proven success in creating strategies that combine empathy with innovation and effectiveness.
- Strong people management skills, with a passion for nurturing creativity and teamwork.
- Excellent written and verbal communication skills, with an ability to balance persuasive storytelling with authenticity.
- Experience with digital platforms, social media, email marketing, and content creation.
- Ability to think both strategically and creatively, with a willingness to explore new ideas and untested approaches.
- A deep commitment to our mission of ending human trafficking through care, courage, and action.
- Experience in the for-profit sector.

Beneficial Qualifications

- Bachelor's degree in Marketing, Communications, or related fields (preferred but not required).
- Experience in the non-profit sector.

Compensation

- **Salary Range:** \$75,000-85,000
- **RRSP Matching**

How to Apply

If you are a leader who thrives on connecting people through stories and communication, we would love for you to join us in building a world where every child can grow up free from exploitation. Please submit your resume, cover letter, and portfolio to info@ally.org by January 24, 2025.