

**Join a purpose-driven
organization that's
building a better
economic system through
community-led social
enterprises.**

The Community Company

**is hiring a
Creative Marketing Lead**

www.communitycompany.org/careers

[FB: @thecommunitycompany](https://www.facebook.com/thecommunitycompany)

[IG: @thecommunitycompany](https://www.instagram.com/thecommunitycompany)



THE COMMUNITY COMPANY

ADDRESS: SDG IDEA FACTORY
2 KING STREET W
KITCHENER, ON, N2G 1A3

WEBSITES:

WWW.COMMUNITYCOMPANY.ORG

WWW.CHARITYENTERPRISE.CA

VISION:

To build a
better community.

MISSION:

To create a better
economic system
through community-
led social enterprises.
With every successful
project, we are
decentralizing wealth
and reinvesting it into
our communities.

PORTFOLIO:

The Better Food Company
www.betterfoods.ca

In our Backyard
www.inourbackyard.ca

Next Gen Photography
www.nextgenphotos.org

WHO YOU ARE

Our ideal candidate can be described with these three traits:

Care for Community: You enjoy learning from and hanging out with community members from all walks of life, recognizing that everyone has something of value they bring to the table. You are an empathetic listener who genuinely cares for the well-being of others.

Original Thinker: You are an innovator willing to challenge the status quo and create novel ideas that improve our community. Guerilla Marketing campaigns excite you because they push the boundaries of what is possible in raising awareness for a new project or social issue.

Entrepreneurial Mindset: You are an entrepreneur at heart. This means you're proactive, resilient, and determined to see ideas come to fruition. Obstacles are part of your journey, failures are just lessons learned, and you find comfort in the uncomfortable.

COMPANY OVERVIEW

The Community Company was founded in 2018 to empower those overcoming adversity through entrepreneurship.

Today, we work with leading charities to research, brand, and launch sustainable social enterprises. We also support program evaluations, strategic planning, and other related services.

To date, we have launched 15 community projects, released 25 products, developed 3 charity-led social enterprises, and have sold to over 2,000 amazing customers who believe in our vision. We anticipate launching another 5-8 enterprises by the end of 2025.

We are a Certified B Corporation, a group of organizations committed to using business as a force for good. B Corporations are audited and certified to meet the highest global standards for business. We were also recognized with the "Best for the World" certification in 2022. There are currently 149 B Corps in Ontario and 498 in Canada.

Finally, we are in the research stage of a collectivist ownership structure for The Community Company. Our two leading ideas are creating an ESOP (employee stock ownership plan) or converting our organization into a Workers/Multi-stakeholder Co-operative.

THIS LEADERSHIP ROLE OFFERS:

- A full-time position with a competitive salary, full benefits, insurance, and ample room for wage and career growth.
- An opportunity to be part of the ownership team either through a stock ownership plan or a Co-operative model.
- Deeply purposeful work that will make you feel proud of the impact you are creating in community.

ROLE: CREATIVE MARKETING LEAD

We support charities by researching, branding, and launching a sustainable social enterprise aligned with their social cause. The Creative Marketing Lead will be responsible for helping us brand and launch our social enterprises through creative marketing strategies. Specifically, your ongoing responsibilities will likely include:

- 1. Client relationship cultivation**, actively engaging with our clients to understand their desired outcomes, while fostering a long-term relationship built on trust and reliability.
- 2. Brand design**, leading the creative process to design a memorable brand name, vision, mission, logo, and website for our social enterprises that we launch in partnership with our charity clients.
- 3. Launch plan creation**, designing the blueprint and comprehensive roadmap to get us from ideation to launch. This includes logistics, team management, finances, and go-to-market tactics.
- 4. Marketing strategy development**, crafting the marketing plan that will highlight our social enterprise's unique value proposition and capture the attention of our community members.
- 5. Business launch day**, orchestrating the end-to-end launch of a new business, from media interviews, to social media campaigns to guerilla marketing tactics, with the ultimate goal of a grand unveiling that gets our community buzzing with excitement and enthusiasm.
- 6. Sharing The Community Company's story**, leading the expansion of our social media presence, developing content like videos, blogs, brochures, and deepening our engagement with community.

We're looking for someone who will take ownership and elevate this part of our business. Ideally, the successful candidate has experience in brand marketing, entrepreneurial endeavours, and creative storytelling. We are based in Kitchener and would like our successful candidate to be living in the Waterloo Region or in Guelph. We will consider candidates outside of these areas.

COMPENSATION & GROWTH

This is a full-time, 40 hours per week, permanent hybrid role. Most days are remote, with in-person meetings at our Kitchener office and on-site with our clients as required. A willingness and desire to travel for work is preferred. During busy periods, such as the launch of a new social enterprise, in-person days may be more frequent and work hours may be longer.

The annual salary range will be between \$60,000 and \$70,000 based on experience. There will be yearly salary raises linked to the company's growth targets. We offer complete health and dental benefits, insurance coverage, 3 weeks vacation, paid time off, and flexible working hours.

In addition to the compensation package, there will be significant opportunities for growth within the organization. We're not looking to hire someone for the short term; we're looking for a candidate who believes in what we do and wants to be part of our growth journey for the long run.

HOW TO APPLY

To apply, please email your resume and cover letter to careers@communitycompany.org. You are welcome to share more information about you that will help us better understand you as a candidate. Interviews will start as soon as we receive applications.

We encourage you to apply as soon as you're ready! Interviews will be ongoing with an expected (but flexible) start date of late February 2024.

The Community Company

We welcome people of different backgrounds, experiences, abilities and perspectives to apply for this job posting.

If you've overcome significant hardship in your life to get to where you are today, please let us know in your application if it's comfortable for you to share.

We recognize that it's not always about your accomplishments, but the journey that you've taken to get to where you are. We value lived experience alongside academic accomplishment.

Even if you don't check every box, we would still encourage you to apply as there may be alternative paid and volunteer opportunities available.

