



It starts with Scouts.

Job Ad

Associate Director, Brand & Marketing

Department: Strategy & Change

Term: Full-Time, Permanent

Location: Remote in Canada

Vacancy Status: This posting is for an existing vacancy that Scouts Canada is actively looking to fill.

Salary: Salary will be based on skills and experience. The salary range for this role is \$68,215-\$70,176 per year.

Closing Date: June 02, 2026

Do you want to be part of creating amazing outdoor adventures for youth? At Scouts Canada, our mission is “to help develop well-rounded youth, better prepared for success in the world” by enabling youth to participate in amazing adventures.

Role Overview:

As Associate Director of Brand and Marketing at Scouts Canada, this role plays a vital part in shaping how Canadians understand, connect with and support our movement. They translate brand strength into measurable outcomes – telling the story of Scouting’s real-world impact to drive growth in youth membership, volunteer recruitment and revenue across fundraising, retail and properties.

Responsible for operationalizing brand and marketing strategies, the Associate Director ensures consistency and impact in our external presence across social media, media, advertising, and digital platforms. They lead the development and execution of engaging and compelling national campaigns that resonate with prospective members and volunteers, supporters and partners, while reinforcing our mission and values.

Driven by audience insight and data, the Associate Director has a firm understanding of public and stakeholder perceptions of Scouting, translating findings into actionable improvements in messaging, content, and engagement.

With oversight of team performance, project delivery, and a significant budget, the Associate Director fosters a high-performing, user-centered culture that is agile, creative, and results-driven. Collaborating closely with volunteers, fundraising and revenue development colleagues, and governance bodies, this role helps ensure that every marketing effort contributes meaningfully to Scouts Canada’s growth, reputation, and ability to help more young people develop skills for life.

Duties and Responsibilities:

Portfolio:

- **Brand:**
 - Operationalize brand strategies that strengthen awareness and trust in Scouts Canada across external channels (social media, media, advertising and digital platforms), ensuring consistency and alignment with organizational mission, vision and strategic priorities.



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- Act as a **steward** of Scouts Canada's brand, ensuring consistent application of standards across channels, use and stakeholder group (staff, Councils, properties, partners, agencies), by providing subject matter expertise, guidance, and approvals.
- **Marketing:** Operationalize marketing strategies that deliver measurable growth in youth registration, volunteer recruitment, and revenue through the development of effective marketing campaigns and content strategies, and by establishing reporting frameworks to continuously monitor, evaluate and report on performance against KPIs.

Leadership:

- **People:**
 - Continuously improve the performance of supporting Communications Officers, ensuring a positive growth culture that results in increased satisfaction from a high performing team, and addressing performance concerns proactively and constructively.
 - Build effective and trusted relationships with fundraising, retail and properties colleagues, engaging in continuous collaboration and two-way dialogue.
- **Volunteers:**
 - Continuously improve partnerships between staff and National/Council level volunteers to support the delivery of user-tested marketing and brand initiatives.
 - Contribute to improved volunteer experience by providing clear, easily accessible and effective brand and marketing tools and resources for Councils and Groups, while also leveraging our volunteer network to enhance reach and impact.
- **Committees and Governance:** Form excellent relationships with members of any relevant committees, providing clear and concise, evidence-based advice and guidance.
- **Agencies:** Identify, brief and manage contractors and agencies for marketing projects, ensuring clear understanding of brand and audiences, and that all developed creative meets brand standards, campaign objectives and performance measures (including deadlines and budgets).
- **Deputization:** Deputize for your manager during absences.

Evidence, Insights and Reporting:

- **User Centered:**
 - Collect, analyze and share evidence related to the perception of Scouting by the public and external stakeholders, to lead to more effective decision making and prioritization of relevant user needs.
 - Work in partnership with the Associate Director of Internal Communications and with Growth & Impact Team colleagues to understand, collect, analyze and share evidence related to internal audiences (notably Scouts Councils and Groups), to lead to more effective decision making and the prioritization of relevant user needs.
- **Project Management:** Oversee delivery of Brand and Marketing initiatives, ensuring effective team resources are allocated to deliver within Scope, Time and Budget, and provide objective and proactive reporting on progress against clearly established KPIs.



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Finance and Revenue:

- **Budget:** Effectively manage and proactively report on campaign and project budgets (<\$1M), ensuring responsible and strategic allocation of resources.
- **Revenue:** Collaborate with fundraising, retail and properties colleagues to align marketing efforts with revenue goals, ensuring campaign timing and quality of messaging is supportive of increasing net revenue.

Qualifications and Job-Specific Competencies:

- Post-secondary diploma or equivalent combination of education and work experience in marketing, communications, business or equivalent.
- 5+ years related experience in one of the following areas: marketing, sales or brand.
- 2+ years leading teams with a focus on operational strategy and delivery in similar sectors.
- **Brand Stewardship and Positioning:** Ability to maintain and evolve a trusted brand by ensuring consistent messaging, visual identity, and tone across all communications. Skilled in aligning brand strategy with organizational goals, audience insights, and mission-driven storytelling.
- **Campaign Strategy and Execution:** Ability to design, implement, and manage integrated marketing campaigns across digital, print, and community channels- that are aligned with recruitment goals. Skilled in setting objectives, defining KPIs, and optimizing campaigns in real-time.
- **Digital Marketing and Media Buying:** Expertise in digital tools and platforms - social media advertising, paid search, email automation, and retargeting- to maximize reach and conversion. Experience managing ad budgets, media buys, and A/B testing for performance optimization.
- **Compelling Storytelling and Messaging:** Strong copywriting and content development skills that inspire action. Able to communicate value propositions clearly and persuasively across formats, channels, and audience types.
- **Technical Proficiency:** Strong computer and technical skills and a growth-mindset when approaching new technology, including Proficient with Microsoft 365 / Office applications
- **Data Manipulation:** Ability to interrogate data sets and visualize data to inform strategy, results and process improvements.
- **Program Management:** Ability to manage multiple projects, identifying risks and taking accountability for status
- **Travel:** Must hold a valid Canadian driver's license or have equivalent ability to travel

Working Conditions:

- Clear PRC (Police Record Check) and VSS (Vulnerable Sector Check) are required before the start date.
- Mandatory training requirement
- Works remotely from home



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- Traditional working hours with some non-traditional working hours, including evenings and weekends, will be required
- Some overnight travel required.

Physical Demands:

Sitting at a computer for extended periods of time

Ready to Apply?

If this role excites you, we want to hear from you! Please take the time to tell us about yourself in a cover letter — we want to hear your story — your background, your accomplishments, and why you feel this role is a good fit for you!

Please submit your cover letter and resume by [CLICKING HERE](#).

We thank all applicants for their interest; however, only those selected for an interview will be contacted. We will be reviewing resumes as they are submitted.

Equity, Diversity & Inclusion: Scouts Canada is committed to equity, diversity, and inclusion in our workplace where everyone feels valued and respected. We welcome and encourage applications from individuals of all backgrounds, including but not limited to Indigenous peoples, racialized individuals, people with disabilities, 2SLGBTQIA+ individuals, and those from other equity-deserving communities.

Accessibility and Accommodation: Scouts Canada is committed to developing inclusive, barrier-free selection processes and work environments. Accommodation requests should be made in advance to HR at humanresources@scouts.ca. Information received relating to accommodation measures will be addressed confidentially.

AI Disclosure: At Scouts Canada, we are committed to inclusive, respectful, and transparent recruitment. To support our selection process, we may use AI tools that assess responses to role-specific questions and experience-never personal details like your name or address. All data is handled in line with the Personal Information Protection and Electronic Documents Act (PIPEDA) and our privacy policies, used only for recruitment, and never shared externally without your consent. If you have questions, please contact: humanresources@scouts.ca



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