

Director of Marketing

Shape the voice of a global organization committed to ending poverty and creating opportunity.

This is a meaningful opportunity for a strategic and creative marketing leader who wants their work to matter.

Reporting to the Vice President, Philanthropy, the Director of Marketing leads Opportunity International Canada's marketing, communications, brand, digital engagement, and storytelling efforts. You will help shape how OIC engages supporters, grows awareness, and inspires support for a mission that is changing lives around the world.

The successful candidate will combine strategic leadership with hands-on execution and bring a passion for creating compelling communications that connect people to purpose, impact, and opportunity.

Position Details

Location: Virtual (Canada)

Reports To: Vice President, Philanthropy

Travel: National and International (approximately 15–30%)

Status: Permanent, Full-Time

About Opportunity International Canada

Opportunity International Canada is part of a global movement working to end poverty by providing financial solutions, training, and opportunities that help people build sustainable livelihoods. Our vision is a world where every person has the opportunity to live free from poverty, with dignity and purpose.

Our work is motivated by Jesus' call to love and serve the poor. We serve people of all backgrounds, faiths, and communities and are guided by our values of commitment, humility, respect, integrity, stewardship, and transformation.

Faith & Mission Aligned

Our mission is at the centre of who we are, and this role plays an important part in helping others understand and connect with that mission.

We are seeking a leader who is genuinely drawn to the purpose of Opportunity International Canada and who can authentically represent our Christian motivation, values, and commitment to serving people living in poverty. This does not mean speaking only to one audience. It means communicating with clarity, respect, and conviction across many audiences, including churches, Christian supporters, donors, partners, funders, and communities with diverse backgrounds and perspectives.

The right candidate will understand the importance of faith-based alignment in this role and will be comfortable helping OIC tell its story in a way that is both mission-grounded and engaging.

What You'll Do

Strategic Marketing Leadership

- Develop and execute OIC's marketing and communications strategy.
- Strengthen brand awareness, reputation, and stakeholder engagement.
- Provide leadership and insight on communications, marketing trends, and audience engagement.

Brand, Communications & Storytelling

- Steward OIC's brand, voice, and messaging across all channels.
- Lead the development of organizational communications, reports, campaigns, and public-facing resources.
- Ensure communications authentically reflect OIC's mission, impact, and values.

Digital Marketing & Fundraising

- Lead digital marketing initiatives including web, email, social media, content marketing, and audience engagement.
- Use analytics and audience insights to improve reach, engagement, and performance.
- Provide strategic oversight of OIC's online giving platform, including digital donation experiences, peer-to-peer fundraising campaigns, embedded giving forms, and campaign performance tracking.

Fundraising & Stakeholder Communications

- Partner closely with the Philanthropy team to support fundraising and donor engagement efforts.
- Develop compelling communications for donors, churches, foundations, corporate partners, and other stakeholders.

Leadership

- Provide leadership and support to the Digital Marketing Specialist.
- Manage external agencies, consultants, and marketing vendors.
- Oversee marketing budgets and resources.

What You Bring

- 7+ years of progressive leadership experience in marketing, communications, digital engagement, public relations, or brand management.
- Experience within a charitable, non-profit, international development, or other mission-driven environment is an asset.
- Exceptional writing, storytelling, and communication skills.
- Strong understanding of digital marketing, content strategy, audience engagement, and brand management.
- Experience supporting digital fundraising campaigns, online giving platforms, donor acquisition, or donor engagement strategies.
- Experience leading people, projects, budgets, and external partners.
- The ability to balance strategic leadership with hands-on execution.
- A commitment to professionalism, integrity, collaboration, and accountability.

Why Join OIC?

As Director of Marketing, you will play a key role in helping Opportunity International Canada grow its reach, deepen supporter engagement, and advance a mission that is transforming lives around the world. This is an opportunity to combine strategic leadership, creativity, and purpose while working alongside a team committed to creating meaningful and lasting change.

Compensation & Benefits

Opportunity International Canada offers a starting salary of \$90,000, complemented by a competitive benefits package and the flexibility of a fully remote work environment within Canada. We are committed to supporting our employees with meaningful work, a collaborative culture, and opportunities for professional growth and development.

Inclusion & Accessibility

Opportunity International Canada is committed to creating an inclusive and respectful workplace and welcomes applications from qualified candidates of all backgrounds. As a faith-based organization, OIC's mission and work are motivated by Christian values. Certain roles, including this position, require the ability to authentically represent and communicate the organization's mission, values, and faith-based identity. Accommodation is available upon request throughout the recruitment and selection process.

Apply Now!

If you are excited by the opportunity to use your marketing and communications leadership in service of a mission that helps people build pathways out of poverty, we would welcome your application.

Please submit your resume and a cover letter to HR@ahria.ca outlining:

1. What attracts you to Opportunity International Canada's mission.
2. How your experience has prepared you to lead marketing and communications within a mission-driven organization.