

EXTERNAL JOB POSTING

Job Title: **MANAGER, COMMUNICATIONS & MARKETING**

Job Type: Full-time

Pay: \$65,000 - \$75,000 per year

Work Location: Hybrid remote in Toronto, ON M5T 3A8

Travel Required: Occasional, 1-2 times annually within Canada

Application deadline: March 20, 2026

Company Overview

At the heart of the magnetic and dynamic Canadian music industry is FACTOR — **The Foundation for Assisting Canadian Talent on Recordings**, the non-profit widely recognized across the country as the gateway into the music industry. In the coming year, FACTOR's mandate continues to grow and become even more strategic. Not only will FACTOR's team be responsible for distributing millions of dollars to support artists and industry programs, but we will also be tackling some of the most important topics facing our industry today, including AI, new avenues of revenue for artists and the ever-important live music culture.

FACTOR is a partner to those creating or amplifying Canadian music for audiences across our country and around the world. Our staff is made up of music fans who want to proudly play a role championing and accelerating the success of Canada's vital voices.

If you want to explore a fascinating industry, play a key part in the success of the FACTOR team, and have a passion for communications and marketing, this is the role for you.

Position Summary

The Manager, Communications is responsible for day-to-day oversight of FACTOR's external communications channels, advertising/promotional brand and message, plus various key annual projects (such as FACTOR's Annual Report). This position will also liaise with departments internally to prepare and upload documentation to FACTOR's website and ensuring that our social presence is aligned with our mandate and vision. This role is responsible to lead the Communications and Content Specialist and reports directly Director, Communications. This role might be required to travel or work outside of office hours occasionally to attend FACTOR-funded events or present information to potential FACTOR clients.

Key Responsibilities

- In collaboration with the Communications and Content Specialist, strategize social media campaigns highlighting FACTOR-funded events, artists, and program information.
- Oversee the creation of high-quality content for various communication channels, including social media, websites, and newsletters.
- Oversee the creation of high-quality advertising and promotional content for paid placements and funded event brochures.
- Establish objectives and performance metrics with team in order to maximize audience engagement and effectiveness of campaigns.
- Work with third-party providers to create promotional videos for award galas and conferences.
- Work with third-party providers for creation of FACTOR's Annual Report.
- Ensure content is consistent with brand voice and meets organizational standards.
- Monitor and analyze communication metrics to assess the effectiveness of communication strategies.
- Prepare monthly reports for senior management, offering insights and recommendations for improvement.
- Manage mailboxes of info@factor.ca and communications@factor.ca.
- Manage speaker request opportunities and prepare external presentations for the executive team.
- Work with internal departments to update program guidelines and resources at factor.ca.

Qualifications

- Degree or diploma in Communications, Public Relations, Marketing, Journalism, or a related field.
- Minimum 3 years of experience in a communications role responsible for media and public relations.
- Proven experience developing and executing communication strategies.
- Strong understanding of digital and social media platforms.
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) and Microsoft Office (Word, PowerPoint, Excel, Outlook).
- Knowledge of or experience in the Canadian music and/or arts sector preferred.

Core Competencies

- Exceptional written and verbal communication skills including editing and proofreading skills.
- Strong organizational and time management abilities.
- Ability to work independently and collaboratively within a team environment.
- Capacity to manage multiple priorities and meet deadlines in a fast-paced environment with shifting timelines.
- Ability to balance people management with hands-on operational responsibilities.

Benefits:

We believe great work happens when people feel supported and valued. That's why we offer a flexible schedule with work-from-home options, paid time off to recharge, and a casual, comfortable work environment. We invest in your future through RRSP matching and tuition reimbursement, and we make time to connect through company events that celebrate our team and our successes.

Hiring Process:

As a small, collaborative team, finding the right fit matters to us — for both you and us. Our hiring process includes three conversations: an initial discussion with our HR Lead/Consultant to review your experience and interest in the role, a meeting with select executive team members to explore cultural fit and collaboration, and a final conversation with the Director, Communications to discuss qualifications, potential simulations, and alignment with our mission and values.

This posting is for an existing vacancy, and the role is posted on external job boards and our FACTOR careers site. Our goal is to fill this role as soon as possible. We're committed to keeping candidates informed throughout the process and appreciate the time and effort you put into your application.

We are an equal opportunity employer that promotes a diverse, inclusive and accessible workplace. By embracing diversity, we build a more effective organization that empowers our employees to be the best that they can be. We are committed to creating a working environment that is barrier-free and we are prepared to provide accommodation for people with disabilities.

FACTOR is committed to providing accommodations throughout the interview and employment process. If you require an accommodation, we will work with you to meet your needs.

Please send your resume to careers@factor.ca for consideration. Thank you!