



Marketing and Community Engagement Manager

Position:	Marketing and Community Engagement Manager
No. of Openings:	1
Type:	Full-time, Permanent
Department:	Marketing
Reports to:	Chief Executive Officer
Location:	Oshawa

Position Summary

The Marketing and Community Engagement Manager is accountable for the strategic direction, development, implementation, and performance of Pathwise Credit Union's marketing, digital marketing, and community engagement initiatives. The Manager will develop and execute an integrated annual marketing and community engagement strategy that encompasses brand, digital, print, member communications, community partnerships, campaigns, and member experience initiatives.

This role will lead Pathwise's marketing and community engagement agenda while supporting the organization's continued evolution toward data-driven, multi-channel member acquisition, engagement, retention, and digital adoption. The Manager will ensure marketing and community investment delivers measurable business value, strengthens Pathwise's brand and reputation, and contributes to growth in membership, product and service adoption, digital engagement, and member satisfaction.

Position Responsibilities

Marketing Strategy & Integrated Planning

- Lead the development and execution of marketing strategies that build brand awareness, drive member acquisition, and deepen member engagement through a full mix of traditional and non-traditional channels.
- Translate marketing strategy into an annual, integrated marketing and digital roadmap encompassing brand, campaigns, digital channels, and member experience initiatives.

Brand Management & Reputation

- Oversee brand standards and ensure consistent messaging across the Pathwise brand, protecting brand equity, reputation, and intellectual property.
- Champion Pathwise's brand and reputation as a financial services leader within the communities it serves and across the Credit Union system.

Digital Marketing & Member Experience

- Define Pathwise's digital agenda, including the expansion of digital member services, digital signage, marketing automation, and data and analytics capabilities.



- Support the integration of digital channels and member experience initiatives within the overall marketing strategy.

Agency & Vendor Management

- Develop and maintain effective relationships with agency and vendor partners, including creative, media, and digital platform providers.
- Ensure agency and vendor partnerships deliver measurable and cost-effective creative, media, and digital strategies.

Performance Measurement & Analytics

- Establish KPIs for all marketing and digital initiatives, including membership growth, digital engagement, and campaign performance.
- Report on results and provide clear, data-driven recommendations to inform decision-making and improve performance.
- Lead post-campaign and post-initiative effectiveness analysis, maintaining a consistent focus on ROI and continuous improvement.

Executive & Committee Engagement

- Present marketing and digital performance, plans, strategies, and business cases to the CEO, Senior Leadership Team (SLT), and various committees.

Community & Stakeholder Engagement

- Build and maintain relationships with diverse communities, partners, funders, stakeholders, media, and community influencers.
- Strengthen Pathwise's presence, relationships, and reputation across the communities it serves and within the broader Credit Union system.

Market & Industry Trends

- Identify, interpret, and capitalize on emerging marketing and digital trends within the financial services and Credit Union sectors.
- Apply relevant market and industry trends to inform marketing and digital strategies and identify opportunities for Pathwise.

Compliance, Risk & Governance

- Ensure marketing and digital activities comply with applicable regulations, legislation, and Pathwise policies and procedures.
- Proactively identify and manage enterprise and reputational risks associated with marketing, digital, brand, and community engagement activities.



Position Qualifications

Education & Experience

- University degree in Business, Marketing, Digital Strategy, or a related field.
- Minimum of eight (8) years of progressive marketing and/or digital leadership experience, including senior leadership or executive-facing accountability.
- Ongoing professional development in marketing, digital transformation, analytics, or leadership disciplines is considered an asset.
- Demonstrated success leading marketing strategy and digital transformation initiatives, preferably within financial services or another regulated, member/member-focused environment.
- Strong business acumen with proven experience developing business cases, ROI frameworks, vendor evaluations, and total cost of ownership analyses.
- Deep expertise in digital marketing, marketing automation, digital signage/content management systems (CMS), and performance analytics.
- Proven ability to lead, mentor, and develop high-performing, multi-disciplinary teams, including other people leaders, across marketing and digital functions.

Knowledge, Skills & Capabilities

- Strong analytical and strategic thinking skills, with the ability to translate complex data into actionable insights and business recommendations.
- Experience utilizing market research platforms (e.g., Environics) is considered an asset.
- Excellent written, verbal, and interpersonal communication skills, with the ability to engage effectively with diverse audiences and stakeholders.
- Demonstrated integrity, sound judgment, and the ability to manage multiple priorities and complex initiatives in a fast-paced, evolving environment.
- Strong understanding of risk management and compliance requirements, with the ability to ensure adherence to applicable regulations, legislation, and organizational policies and procedures.
- Ability to work flexible hours, including evenings and weekends when required, and to travel as necessary.
- Demonstrates a curious mindset with a passion for continuous learning, innovation, and exploring new ideas, technologies, and approaches to enhance organizational effectiveness and member experience.
- Values diversity of thought and fosters an inclusive environment where differing perspectives are encouraged and leveraged to drive creativity, collaboration, and better Pathwise business outcomes.