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**POSITION PROFILE: Senior Director, Digital Marketing and Communication**

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**Purpose of Position**

Reporting to the President, the Senior Director, Digital Marketing and Communication leads the Association efforts to effectively communicate and inform members and stakeholders. Responsible to develop and implement AIA Canada's marketing and communications plan and budget in consultation with the President and AIA Board of Directors to maximize communications effectiveness and leverage current and future technologies. Responsible to develop short and long-term goals and performance metrics.

**Job Responsibilities**

- Devises strategic marketing and communication initiatives; development and execution of internal and external communication strategies that support the AIA's vision, mission, and values
- Managing communication and marketing including overseeing staff, external firms and budget;
- Anticipating and leveraging technology changes in digital marketing and communication;
- Attend and participate in various committee meetings as required.
- Available to travel to Canada – US to attend meetings from time to time.

**Candidate profile**

The ideal candidate has a proven track record of developing and implementing digital marketing and communication plans. He/she is self-motivated, engaging and an effective spokesperson. Knowledge of the Association sector and/or the automotive industry is desirable. As a member of the senior leadership team, this person is a positive participant to the Association's culture of transparency, openness, respect and collaboration.

Being located in Ottawa and bilingualism will be considered strong assets.

- Senior experience in developing and implementing marketing and communications plans with tangible experience using latest technology tools and platforms.
- Experience working in an association environment or the automotive aftermarket industry;
- Relevant degree or professional designation in marketing communications or similar field;
- Capacity to multitask and built effective working report in a small team environment.
- Proven ability to seek feedback and adjust work priorities/direction according to feedback;
- Strong critical thinking, writing skills, with the proven ability to strategize and develop tactics;

## **About AIA**

The Automotive Industries Association (AIA) of Canada is the only national industry association in Canada that brings together the entire automotive aftermarket supply and service chain.

Our membership extends to more than 4,000 member locations across Canada employing professionals dedicated to providing quality parts and products as well as vehicle service and repairs to the country's fleet of almost 26 million vehicles.

Our mission is to promote, educate and represent members in all areas that impact the growth and prosperity of the industry. We are the VOICE and the RESOURCE for the automotive aftermarket industry in Canada.

## **What is the Automotive Aftermarket Industry?**

The automotive aftermarket is that part of the automotive industry concerned with the manufacturing, re-manufacturing, distribution, wholesaling, and retailing of all vehicle replacement parts, accessories, tools, equipment, chemicals and services, except those products that are used as original equipment to manufacture new vehicles.

Any product or service that a vehicle may need after it is assembled by the Original Equipment Manufacturers (OEM) is an aftermarket product or service. The traditional aftermarket includes independent repair facilities as well as mass merchandiser facilities; it does not include warranty service from an OE dealer.