Brand Lead (Regina)

About WESK:

Women Entrepreneurs of Saskatchewan (WESK) is a non-profit organization with over 1,000 members across Saskatchewan. We're dedicated to helping women start, develop, lead and grow their businesses by offering business advising, financing, training and networking events.

With offices in Regina and Saskatoon and services accessible across Saskatchewan, WESK is dedicated to supporting women at every stage of their business journey. While we are a small team, our impact is significant! Our size enables us to remain agile and responsive, allowing us to adapt quickly to emerging needs and opportunities. Collaboration is at the core of our non-profit culture; we work closely together, united by a shared purpose and a deep dedication to advancing the success of women in business.

At WESK, we are committed to creating a workplace where everyone feels safe, respected, and included. We welcome and encourage applications from all equity-deserving groups. We support employment equity and will do our best to provide accommodations during the recruitment process upon request to ensure equitable access for all applicants.

We are looking for a full-time Brand Lead in Regina. The Brand Lead plays a key role in WESK's marketing and communications functions, to strengthen WESK's mission. This role ensures cohesive brand representation and alignment with organizational goals.

Responsibilities:

Marketing and Branding

- **Manage and Oversee the Marketing & Events Coordinator:** Ensuring duties are clearly communicated, priorities are understood, and quality standards are consistently met through ongoing guidance, support, and feedback.
- **Marketing and Communications**: Developing and executing effective marketing and communications campaigns.
- **Sponsorship Development**: Designing strategies for sponsorship development and retention to strengthen partnerships.
- **Digital Strategy**: Creating and executing comprehensive digital marketing plans, including social media, email campaigns, and SEO initiatives.
- **Content Calendar Management**: Developing and managing seasonal brand content calendars across marketing touchpoints to ensure cohesive messaging.
- **Brand Collateral Development**: Overseeing the creation and consistency of marketing materials to maintain a strong brand identity.
- **Marketing Requests**: Managing, delegating, and completing marketing requests from other departments

Event and Stakeholder Engagement

- **Event Management:** Planning and executing organizational events successfully to enhance visibility and stakeholder engagement.
- **Stakeholder Engagement:** Collaborating with diverse stakeholders to build and maintain productive relationships that advance organizational objectives.
- **Relationship Building:** Cultivating and maintaining meaningful partnerships with community organizations and stakeholders to support strategic initiatives and shared goals.

Organizational Improvement

- **Organizational Support**: Ensuring WESK brand voice is consistent and reflected in all organization touchpoints.
- **Policy and Process Improvement**: Leading efforts to enhance internal processes, policies, and technological tools that support organizational goals and brand excellence.
- **Resourcefulness**: Creatively finding solutions to problems.

Technical and Digital Proficiency

- **Computer Proficiency:** Effective use of tools such as MS Office, WordPress, Iconosquare, Zoho, and Constant Contact to efficiently support tasks, communications, and content management.

Project Management

- **Project Management**: Effectively managing multiple projects simultaneously, including coordinating with vendors, contractors, and internal teams to ensure timely delivery, quality outcomes, and alignment with strategic objectives.
- **Leadership Proficiency**: Demonstrating exemplary leadership by embodying qualities such as change embracement, emotional intelligence, adaptability, fostering collaborative teamwork, promoting engagement, and practicing thoughtful communication.
- **Budget and Resource Management:** Overseeing budgets and resource allocation to ensure financial sustainability and effective delivery of brand objectives.

Mindset

- **Mission-Driven:** Have a desire to make a positive impact for women entrepreneurs in Saskatchewan.
- **Equity, Diversity, and Inclusion Commitment:** Prioritize learning and skills development to better support equity-deserving groups. Lead with integrity to build a stronger, more equitable entrepreneurial ecosystem and workplace where every voice matters.
- **Confidentiality:** Act with integrity and protect WESK and client information.
- **Communication:** Work effectively in a team and communicate clearly and respectfully with colleagues, clients, partners, and stakeholders. Ensure communication is detailed and accurate, reflecting attention to detail in all tasks.
- **Accountability:** Be accountable for actions, decisions, and outcomes.
- **Collaboration:** Build and maintain positive and productive relationships with colleagues, clients, partners, and stakeholders by consistently demonstrating a commitment to collaboration,

inclusivity, and trust. Approach challenges resourcefully to find effective solutions that support shared goals.
- **Planning and Organization:** Manage priorities, set objectives, and meet timelines with exceptional attention to detail.
- **Adaptability:** Adapt to changing priorities, processes, technologies, and client needs. Use resourcefulness to overcome obstacles and ensure timelines and objectives are met.
- **Process Improvement:** Be mindful of improvement opportunities by asking questions, making suggestions, and collaborating on solutions. Leverage resourcefulness to innovate and achieve objectives efficiently.
- **Technology Proficiency**: Demonstrate proficiency in utilizing systems and software effectively, adapting to technological change, and safeguarding against cyber threats.
- **Strategic Engagement and Representation:** Participate in strategic internal committees, WESK events, and represent WESK at community and business events.
- **Personal Leadership and Initiative:** Display a proactive approach to work, take the initiative to identify opportunities for growth, support others, and take on new challenges.

Education and Experience:

- Experience in marketing and post-secondary education in business or marketing
- Successful marketing campaign design and execution
- Full understanding of the digital landscape for brand management
- Experience working with brand touchpoints
- Experience in communications, copywriting, and press releases
- Experience in managing budgets
- Experience managing teams and collaborating with diverse stakeholders
- Event management experience, including planning and executing large-scale initiatives.
- Strong knowledge of digital marketing, including social media, email campaigns, and SEO best practices.
- Proven organizational and time-management skills with the ability to handle multiple priorities.
- Valid driver's license required (travel within Saskatchewan may be required)
- Attend events and work-related functions outside of standard office hours

Compensation and Benefits:

- Salary range: $60,000 to $70,000
- Robust employer-contributed benefits package (health, vision, dental)
- Employer-contributed retirement savings plan
- Free parking
- Hybrid position: option to work from home on Mondays and Fridays
- Access continuous professional development through training opportunities, networking, and learning from entrepreneurs across Saskatchewan

To Apply:

If you enjoy a collaborative work environment, where you directly impact client success, please email your resume to Amanda Parkinson, at: hr@wesk.ca by midnight on **Thursday, November 26, 2026, with the subject line: Brand Lead.** Only candidates selected for the interview process will be contacted.