

Marketing & Communications Coordinator

The Marketing & Communications Coordinator works in a dynamic environment where content production requests are frequent and often required in short timeframes. The successful candidate will report to the PacificSport Vancouver Island Executive Director and will liaise with all members of the team as required.

RESPONSIBILITIES

- Design and produce print and digital content for team members as requested,
- Create and manage online event registration for team members as requested,
- Coordinate and deploy marketing and communication tactics (newsletters, social media, outreach, etc.),
- Update the website content to ensure up-to-date information; updates may be sourced by the Marketing & Communications Coordinator or requested by team members when applicable,
- Propose internal and external storytelling opportunities,
- Coordinate photoshoots and videography at organizational events and programs,
- Write all communications (newsletter, social media, press releases, etc.),
- Design and write content and marketing materials (flyers, social media visuals, etc.),
- Act as organization spokesperson for media opportunities when required,
- Manage the organization's electronic assets (laptops, printers, assorted equipment) and software assets to provide updates and service when needed,
- Evaluate the performance of all marketing actions and recommend the adjustments when required,
- Manage granting contracts to ensure adherence to contract branding requirements,
- Support positive community engagement by assisting with events created by team members,
- Monitor media and distribute media summaries as required,
- Aid in development of presentation materials and content

QUALIFICATIONS

Education and Experience

- A minimum of 2 years of experience in the application and management of traditional and digital marketing and communications activities,
- Bachelor's degree or diploma in Communications, Marketing, Business Administration or a similar program

Skills, Knowledge and Required Competencies

- Be comfortable in a dynamic and fast-paced work environment,
- Excellent written and oral communication skills in English,
- A passion for recreation, sport, and/or community engagement is an asset,
- Coordination skills and ability to support a high-volume of content requests from team members,
- Website maintenance ability and experience; WordPress,
- Advanced knowledge of the Microsoft Office Suite,
- Graphic design ability and experience; Canva and Adobe,
- Photography and videography ability and experience

Salary Range:

- 0.5 FTE position
- \$21 - \$24/hour depending on experience and qualifications.
- Start date January 3, 2023

How to apply:

Send your cover letter, resume and references to:

Catharine Edwards, Executive Director
cedwards@pacificsport.com