

## Job description

**Title:** Marketing and Communications Coordinator

### Working Relationships

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**Reports to:** Marketing and Communications Manager  
**Board committee(s):** N/A  
**Collaborates with:** All Foundation departments

### Position summary

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The Marketing and Communications Coordinator supports the implementation of the marketing and communications strategy, with emphasis on social media, digital marketing, and advertising, and on administrative support to maintain strong relationships with families, funded agencies, contractors, and service providers.

### Primary responsibilities

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- Maintain the Foundation's brand image, voice, and reputation as identified in the communications guidelines
- Lead and execute on day-to-day administrative support, including departmental budget tracking, media database maintenance, earned and paid media tracking, and departmental procedure maintenance
- Maintain the department's editorial calendar and coordinate family interviews and photography
- Monitor social media and maintain a high level of engagement for the Foundation's accounts
- Content creation for social media and website in support of the Senior Digital Marketing Officer
- Assist the Senior Digital Marketing Officer and Marketing and Communications Manager to track and report on key metrics and the return on investment of department initiatives
- Support the development of the Foundation's story archive by working with the Foundation's archivist
- Fulfil requests for promotional and collateral material
- Provide project support, including coordinating scheduling, task tracking, and documentation management
- Work collaboratively with the Communications team to ensure adequate coverage on all departmental responsibilities.
- Other special projects that may arise as assigned

## Qualifications & Education

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- Post-secondary education with a focus on Marketing, Communications, public relations, journalism, or a related discipline, or equivalent experience.

## Working Conditions

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- 7.5 hr workday / 37.5 hr work week
- Evening and weekend work required at times for special events and presentations
- Valid Class 5 Driver's licence and access to a vehicle required to travel to occasional meetings, events, and presentations
- Workspace at the Foundation's main office in Colwood. A hybrid work model will be considered.

## Core competencies

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- Communication (*Clear verbal & written communication/Effective listening*)
- Interpersonal skills (*Social sensitivity/Approachability/Building and maintaining relationships*)
- Teamwork (*Sharing information freely/Asking for help/Flexibility to pitch in*)
- Open-mindedness (*Open to others' ways of approaching situations/Works with shared agendas*)
- Accountability (*Follows through on responsibilities and commitments/Reliable and dependent*)
- Confidentiality (*Maintains details appropriately/Shares sensitive information with appropriate parties*)
- Creative thinking (*Sees opportunities for new ways of working/Brings a fresh perspective and identifies unorthodox approaches to situations*)
- Daring (*Comfortable taking risks and trying new things/Being a self-starter and initiating activities/Challenges the status quo*)

## Required skills and experience

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- Demonstrated ability to write concise and engaging content with excellent spelling and grammar
- Proficiency in social media and other digital marketing mediums
- A high level of organizational ability, attention to detail, and ability to manage tight timelines
- Proficiency in Microsoft Office Suite of programs (Word, Excel, PowerPoint)
- Ability to coordinate and schedule meetings with multiple parties
- Strong grasp of branding
- Ability to engage with children, youth, and their families living with health challenges
- Minimum two years' administrative experience, which may include volunteerism
- Ability to thrive under pressure in a fast paced and dynamic environment
- A good eye for graphic design, familiarity with WordPress, and experience with Adobe Creative Suite or Canva an asset
- Previous experience with a not-for-profit or charitable organization an asset