

BGC South Vancouver Island's (BGCSVI) Mission is to provide safe, supportive places where children, youth and families experience opportunity, overcome barriers, develop skills, positive relationships and confidence for successfully leading their lives and communities. We provide social, recreational and developmental services to children, youth and their families that support all aspects of our Mission.

The Agency supports practice through a trauma-informed lens, placing a priority on participant safety, choice, and self-determination. Our programs are approved by the Commission on Accreditation of Rehabilitation Facilities (CARF).

At BGC South Vancouver Island, we believe *"Opportunity Changes Everything!"*

## Position Summary

The Marketing & Communications Coordinator (MCC) is responsible for driving the growth of the BGCSVI brand and profile in community. The MCC plans, develops and implements external marketing & communications strategies that promote the Agency's mission, increase brand awareness, strengthen community engagement, attract new donors and drive revenue growth. The MCC will use their passion for storytelling to captivate audiences and leverage their knowledge to create compelling and targeted social media, digital marketing campaigns and other content that engages stakeholders and enhances all facets of the donor experience. The MCC will actively champion and implement a donor fundraising and stewardship plan that forges deep connections to boost engagement, develops strong relationships and garners unwavering support.

The MCC leads by example adopting the Agency's Mission, Core Values and Code of Ethics to guide decision-making and professional behaviour.

## Position Details

**Wage:** \$24-\$28/hour commensurate with experience

**Status:** Part time to full time

**Hours:** 28 hours per week (up to 35 hours per week for event coordination)

**Shift:** Flexibility required to accommodate shift responsibilities, typically between 9am-6pm Monday to Friday, some evening and weekend shifts may be required for special activities

**Benefits:** Extended Health coverage including dental, prescriptions, optical, life insurance, critical illness, and long-term disability; monthly premiums paid by the employer

**Opportunities:** Professional development, supportive work/life balance, training and development, career opportunities and advancement

## Key Duties and Responsibilities

- Develops, implements, communicates, and measures an external marketing and communications plan to support the Agency's strategic plan and fundraising priorities and to advance brand awareness and engage donors
- Manages Agency social media accounts including creating and publishing high quality content, engaging with followers and monitoring performance metrics
- Identifies new and innovative strategies to enhance BGCSVI's social media presence and outreach to key stakeholders, to increase followers, engagement, education and calls to action

- Produces a variety of written materials such as website copy, website content, outreach materials and press releases to support communications and marketing initiatives ensuring consistent alignment of content messaging and brand integrity
- Plans and executes digital and direct marketing campaigns and strategies for key communications initiatives
- Maintains an efficient and effective donor fundraising and stewardship plan and efficient donor management system and processes
- Leverages traditional and social media and other methods of donor solicitation and stewardship including the Agency's Annual Appeal, special events, and general donations
- Develops, cultivates and stewards Agency partnerships, networks and community relationships

### Desired Qualifications

- Bachelor's Degree in marketing, communications, fundraising or related field or an equivalent combination of education and experience
- 3+ years' experience in a marketing, communication, fundraising and grant writing
- 2+ years' experience relationship building and donor cultivation, stewardship and solicitation
- Outstanding writing, proofreading, and editing skills
- Strong knowledge of social media platforms, email marketing tools and website content management
- Photography and video editing skills, an asset
- Strong interpersonal skills with the ability able to establish rapport and trust, ability to facilitate, negotiate, and influence others to achieve resolution
- Exceptional organizational and project management skills including pivotal ability to change focus with disparate responsibilities, high work volumes and rapidly changing priorities
- Experience with donor management systems, an asset
- Satisfactory Criminal Record Check
- Proof of double COVID-19 vaccination

### To Apply

- **Please submit your resume and cover letter to [employment@bgcsvi.org](mailto:employment@bgcsvi.org) indicating which position you are applying for in your email subject line** and clearly demonstrating how your experience and qualifications relate to this position
- In the first line of your cover letter, please use our tag line **“Opportunity Changes Everything”**
- We thank all who apply. In alignment with our Mission, we strive to create safe, supportive places and welcome all to apply

### Important Note Regarding COVID-19

- As an organization we are taking the necessary precautions and adhering to all Provincial Health Services Authority (PHSA) recommendations on sanitization and social distancing in close proximity.
- This position requires double COVID-19 vaccination
- Please do not apply if you are at risk with underlying health concerns or have your own personal concerns regarding social distancing that go beyond the PHSA's recommendations as we cannot accommodate while adhering to governmental directives

*Interested by the opportunity but not sure how to make it fit? Start the conversation and let's discuss options! Please feel free to reach out with inquiries or for more information via [employment@bgcsvi.org](mailto:employment@bgcsvi.org)*

***In alignment with our 5 Core Values, BGC South Vancouver Island is proud to be an equal opportunity employer, welcoming diversity and inclusivity in all practices within the organization***

***BGC South Vancouver Island acknowledges the Lkwungen, WSÁNEĆ, T'Sou-ke, MÁlexeł and Scia'new people, whose traditional territories we live and work upon each day***