

JOB POSTING

Job Title:	Marketing & Engagement Coordinator	Status:	Full time
Location:	New Westminister	Rate Range:	\$57,695.54/annum
Hours:	40 hours/week	Posting #:	26-HO-005
Schedule:	Monday-Friday, 8:30am-5:00pm, flexibility required on occasional basis	Closing Date:	Until Filled

The Elizabeth Fry Society of Greater Vancouver (EFry) is a charitable organization that supports women, girls, and children at risk, involved in or affected by the justice system. Our programs work to break the cycle of poverty, addiction, mental illness, homelessness, and crime.

We are seeking a creative, organized, and highly motivated **Marketing & Engagement Coordinator** to support EFry's communications, fundraising, community engagement, and events portfolio. Reporting to the Senior Manager, Philanthropy, this role plays a key part in strengthening EFry's public presence and impact through storytelling, digital engagement, donor communications, and the coordination of meaningful community and fundraising events.

The ideal candidate is innovative, detail-oriented, and comfortable working in a fast-paced environment where priorities may shift quickly.

KEY RESPONSIBILITIES

Marketing & Communications

- Develop, schedule, and publish engaging content across EFry's social media platforms (Facebook, Instagram, LinkedIn, and others).
- Maintain a content calendar aligned with organizational priorities, campaigns, programs, and awareness initiatives.
- Design digital and print materials, including:
 - Social media graphics
 - Posters, flyers, and brochures
 - Event signage
 - Newsletters and e-blasts
 - Annual reports and donor materials
 - Draft and edit marketing copy, website content, press releases, and promotional materials.
 - Capture and organize stories, testimonials, photos, and videos that highlight program impact.
 - Ensure all communications align with EFry's brand, values, and messaging standards.
 - Support fundraising campaigns, donor stewardship, sponsorship recognition, and annual giving initiatives through strategic communications.
 - Develop donor impact stories and campaign messaging to support philanthropic engagement.

Website & Digital Presence

- Update and maintain EFry website content including program pages, news posts, events, and campaigns.
- Ensure website content is accurate, current, and engaging.
- Support website improvements and user experience enhancements.
- Monitor analytics and provide insights to improve engagement and online donations.

Events & Community Engagement

- Support planning and execution of fundraising, donor, volunteer, awareness, and community events.
- Coordinate event logistics including:
 - Registration and attendee management
 - Vendor and partner coordination
 - Volunteer support
 - Event setup and teardown
 - Signage and promotional materials
 - On-site event assistance
 - Promote events through social media, email campaigns, and community outreach.
 - Support sponsorship, in-kind donations, and community partnership development.
 - Represent EFry professionally at events and community engagements.
 - Coordinate post-event follow-up, donor stewardship, and recognition activities.

Reporting & Administration

- Track and report on social media engagement, website analytics, and campaign performance.
- Support event evaluation and reporting activities.
- Maintain organized marketing files, digital assets, and content libraries.
- Provide administrative and project support to the Senior Manager, Philanthropy.
- Support donor communications and fundraising initiatives as required.
- Perform other related duties as required.

QUALIFICATIONS

- Diploma or degree in Marketing, Communications, Public Relations, Event Management, Graphic Design, or related field.
- Two (2) to three (3) years of experience in marketing, communications, event coordination, or similar role.
- Experience in the nonprofit or community services sector is an asset.

SKILLS & ABILITIES

- Strong graphic design skills (Canva, Adobe Creative Suite, or equivalent).
- Experience managing social media platforms and digital content creation.
- Website management experience (e.g., WordPress or similar CMS).
- Strong written and verbal communication skills.
- Excellent organizational and time management skills.
- Ability to manage multiple priorities in a fast-paced environment.
- Strong attention to detail and commitment to quality.
- Photography, videography, and storytelling experience are considered an asset.
- Familiarity with email marketing tools (e.g., Mailchimp) and CRM systems is an asset.

CORE COMPETENCIES

- Creativity and innovation
- Collaboration and teamwork
- Relationship building
- Initiative and adaptability
- Cultural humility and inclusivity
- Strong organizational skills
- Commitment to EFry's mission and values

WORKING CONDITIONS

- Occasional evening and weekend work required for events and community engagement.
- Local travel within Metro Vancouver may be required.
- Ability to lift and transport event materials and supplies as needed.

Benefits:

- Opportunities to connect and engage through Society events and activities
- Access to a supportive Employee Assistance Program (EAP)
- Comprehensive extended health and dental coverage including vision care for you and your family
- Paid time-off to support rest, balance, and wellbeing.
- A secure future participation in the Municipal Pension Plan (MPP)

MANDATORY JOB REQUIREMENTS:

- Doctor's Note of fitness required.
- A valid driver's license with a satisfactory driving record is an asset.
- Satisfactory Criminal Record Review (Vulnerable Sector Search).

EFry is committed to creating an inclusive and equitable environment where all those participating in the organization are valued for their differences. We encourage and welcome applications from all qualified individuals, including applicants from all cultures and backgrounds, racialized communities, indigenous communities, diverse sexual and gender identities, various religious backgrounds, women, and those with disabilities. We are committed to a selection process and work environment that is inclusive and barrier-free. We encourage applicants to self-identify if they wish to do so.

Interested candidates must submit a cover letter and resume to hiring@efry.com with the subject line 26-HO-005.

We thank all applicants for their interest in this opportunity; however, only those selected for an interview will be contacted.