

JOB POSTING

Job Title:	Marketing & Communications Manager	Status:	Full time
Location:	New Westminster	Hourly Rate:	\$43.27
Hours:	35 hours/week	Posting #:	23-133
Schedule:	Monday-Friday, 9:00am-4:30pm	Closing Date:	September 24, 2023

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 recruiting a Full-Time, Marketing & Communications Manager. Reporting to the CEO, the Manager will be responsible for conceptualizing and implementing major strategic communications by developing and providing brand management support. Oversees the creation of marketing collateral that delivers a clear brand message and ensures to keep up with the timeline set for promotional events or outreach campaigns. Leads the implementation of marketing, public relations, advertising, and promotional strategies for the Society. Tracks engagement on social media networks in order to suggest improvements to the overall marketing strategy.

KEY RESPONSIBILITIES:

- Manages the Society's Communications activities portfolio including branding, events, change communication, initiatives, community awareness, advocacy, campaigns and amongst other areas.
- Regular website maintenance: update and format content, create new pages/microsites, monitor for bugs/performance issues, google analytics tracking and reporting.
- Assist with execution of digital fundraising campaigns, e-newsletters, e-blasts, and scheduling of social media posts.
- Plans and coordinate media relations activities including writing press releases and media alerts, pitching media stories, maintaining a digital news archive, and participating in strategic communication efforts.
- Provides virtual and in-person event support.
- Photography and videography support which includes editing and liase with external creative agencies, designers, vendors, and video producers to ensure coordinated effort and alignment of marketing and communications priorities.
- Develops layouts for digital and print communication materials (e.g. reports, event materials, social cards, infographics, etc.)
- Coordinates the production (approvals, translation, printing, distribution) of digital and print communication materials, including annual report.
- Designs and develops published content and graphics for social media platforms using Canva and Adobe Creative Suite Communication.
- Plans and manages social media campaigns and manages EFry's presence on Facebook, LinkedIn, Twitter, and Instagram to increase awareness, fundraising results, donor/supporter acquisition, engagement, and retention.

- Assist with conducting interviews, preparing briefs, research and compiling statistics and information to keep content and communication materials current and relevant.
- Adhere to the appropriate authorization and approval process prior to distributing communications.
- Performs other related duties as required.

QUALIFICATIONS:

- A university degree or college diploma with 2-4 years' experience in marketing, communications, public relations, Graphic Design, journalism or a related field, or an equivalent combination of education and work experience.
- Resourceful and independent while comfortable working within the framework of an integrated development program and team-oriented environment.
- Excellent communication (verbal and written), interpersonal and customer service skills with the ability to handle sensitive and confidential information appropriately and with discretion while exercising sound judgement.
- Excellent attention to detail with proofreading and copy-editing skills (strong grammar and spelling).
- Experience managing and developing content for diverse engagement platforms.
- Proven ability to engage with diverse audiences and build relationships with key stakeholders.
- Demonstrated knowledge of web programs and social media networks including Google, Facebook, Instagram, YouTube, LinkedIn, and social media management systems.
- Excellent project management skills with an ability to organize and manage a diverse range of projects and adjust to changing priorities while maintaining high efficiency and thorough attention to detail.
- Proficiency in Microsoft Office, Adobe Creative Suite (InDesign, Premiere, Illustrator, Photoshop), Canva and knowledge of Raiser's Edge are strong assets.
- Ability to use a DSLR to capture video/photography.

MANDATORY JOB REQUIREMENTS:

- Evidence of COVID-19 vaccinated status.
- Doctor's note of fitness required.
- Satisfactory Criminal Record Review (Vulnerable Sector Search).
- Valid driver's license (Class 5) with a satisfactory driving record is an asset.

EFry is an equal opportunity employer and is committed to building a diverse workforce and strongly encourages applicants that represent those we serve. We welcome applicants with non-traditional educational backgrounds and field experience.

Interested candidates must submit a cover letter and resume to hr@efry.com by no later than September 24, 2023, with the subject line MCC 23-133.

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