



OFFICER, MARKETING & COMMUNICATIONS

Temporary, full-time (12-month contract)

ABOUT THE POSITION

The **Marketing & Communications Officer** is part of a team responsible for managing the Alzheimer Society of B.C.'s reputation and enhancing its visibility as the leading resource and voice on issues facing people affected by dementia. Responsible for a varied portfolio of projects, events and initiatives, the Officer plans and implements marketing and communications activities in order to assist the organization in achieving its strategic goals. We have an immediate opening for someone to join our growing team and support us in our plans to grow awareness.

ABOUT YOU

You are an accomplished communications professional looking for an opportunity to make a real difference. A passionate brand ambassador with a reputation for driving results, you tell powerful stories to create change. You bring past experience in digital marketing to connect with new audiences and build awareness. You're able to juggle a number of projects and responsibilities, all while maintaining a "can-do" attitude, a commitment to customer service and collaborating across teams and departments. You relish putting campaign plans in place and excel in getting them implemented.

RESPONSIBILITIES/ACCOUNTABILITIES

Reporting to the Associate Director, Marketing & Communications, this role is responsible for the following:

- Ensuring a coordinated and impactful approach to the Society's marketing and communications activities.
- Meeting with internal clients to review project and departmental objectives, and developing and implementing marketing and communications plans to support these objectives.
- Analyzing campaign metrics and articulating recommendations on how to repeat or exceed past successes.
- Monitoring graphic identity and consistency of messaging across all public-facing Society materials.
- Writing content for different uses across Society campaigns and publications.
- Support of overall media strategy.
- Leading efforts to mobilize public opinion and increase awareness of the Society's activities through awareness campaigns and other initiatives.

QUALIFICATIONS AND EXPERIENCE REQUIRED

- Post-secondary diploma/degree plus related designations including 3 to 5 years of related experience.
- Experience and proficiency with all aspects of strategic communications planning, including media relations, graphic design and content creation.
- Excellent communication, presentation and interpersonal skills.
- Ability to create a variety of audience-targeted materials for a variety of channels. A passion for principles of accessible design and communication would be an asset.

- Ability to take direction and work independently while being part of a team effort.
- Strong and critical attention to detail. Knowledge of Microsoft Office suite, Adobe Creative Cloud, Canva, HTML, CSS, Google Analytics, Hootsuite, Meta Business Suite and other social media analytics. Familiarity with databases such as Raiser's Edge would be an asset.
- Fundraising and event communications experience will be highly regarded.
- Experience with communication related to research or government relations would be an asset for this role.
- Experience with media relations would be an asset for this role.
- Cantonese, Mandarin or Punjabi language ability is not necessary but would be an asset for this role.
- Knowledge of Alzheimer's disease or other dementias would be an asset for this role.

PLEASE NOTE: The successful candidate will be asked to provide proof of full COVID-19 vaccination and may also be required to obtain clearance through the B.C. government online criminal record check system.

ABOUT US

We offer a flexible hybrid work environment, and the opportunity for a nine-day fortnight and the possibility of working remotely within a hybrid work model. We also offer:

- Excellent employee benefits package.
- Competitive annual salary range of \$60,000 to \$65,000.
- Employee and Family Assistance program for you and your dependents.
- Growth and learning opportunities, including support for appropriate training and development initiatives.
- Generous leave provisions (four weeks' vacation, personal days, etc.)
- 13 paid statutory holidays per year.

There are approximately 85,000 British Columbians living with dementia, and this number is growing. For every person living with dementia, there are many more people affected, including family, friends, co-workers and other members of their communities. Our vision is of a world without Alzheimer's disease and other dementias and that world begins with a more dementia-friendly society, where people affected by dementia are acknowledged, supported and included.

Equity and diversity and inclusion are essential to societal change and healthy workplaces. An open and diverse community foster the inclusion of voices that have historically been underrepresented or discouraged. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person.

TO APPLY

If this sounds like you, we would love to hear from you.

EMAIL (Only PDF or Word documents are accepted) your resume with a cover letter that details how your experience and qualifications match this opportunity. Please include your salary expectation.

This posting will remain open until filled. Interested candidates are encouraged to apply as soon as possible. Ideal start date is at the beginning of July 2024.

Thank you for your interest in the work of the Society. Please note only shortlisted candidates will be contacted directly.

To learn more about the Alzheimer Society of B.C., our work, mission and programs, visit www.alzheimerbc.org.

Human Resources
Alzheimer Society of B.C.
Suite 300
828 West 8th Avenue
Vancouver, B.C. V5Z 1E2
humanresources@alzheimerbc.org



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