



## **Marketing and Communications Coordinator**

Big Brothers of Greater Vancouver (BBGV) offers mentoring programs to vulnerable children throughout the Lower Mainland and Sea to Sky Corridor. Funded by a dedicated foundation and clothing donation service, BBGV matches children with volunteer mentors who keep children on the right path. We offer friendship-based programs to both boys and girls. More information about our agency can be found at [bigbrothersvancouver.com](http://bigbrothersvancouver.com).

The marketing department operates as a service department to all three organizations that comprise of BBGV, BBGVF and RCF. Job descriptions are somewhat fluid and will change depending on the agency's strategic direction and changing media outlets.

The Marketing and Communications Coordinator works specifically for the Charity, minding volunteer recruitment, social media, writing copy, liaising with external designers and performing in-house design. He/ she will also assist public relations efforts as needed. The ideal candidate is a well-rounded marketing and communications professional who has 2 – 3 years experience.

### **Volunteer Recruitment**

- Work from the marketing and communications plan to implement tactics professionally
- Follow the existing recruitment plan and build upon it with new tactics and connections
- Develop new volunteer recruitment strategies considering both program and geographical needs
- Coordinate and attend off-site volunteer information sessions, corporate presentations and volunteer fairs
- Ensure BBGV programs are top of mind on campuses by developing and implementing a campus recruitment plan
- Coordinate referral campaigns
- Build partnerships and pursue general recruitment within the community
- Write recruitment messaging as requested by external parties

### **Online Presence**

- Contribute to agency's social media
- Responsible for the e-newsletter and its distribution
- Web updates

### **Promotional Material**

- Design in-house promotional material incorporating the current brandbook
- Act as the liaison to our designer and printer
- Monitor supply of material and instigate the creation of new material, writing copy and liaising with creative agencies
- Responsible for agency signage
- Charity event support such as Awards Night, Big and Little Picnic, Winter Party, & Teen Summit

### **Presentations & Community Relations**

- Liaising with mentoring coordinators for matches for media initiatives and events
- Create/ maintain PowerPoint presentations needed by agency staff
- Connect with local companies and municipal groups to pursue communication channels for our recruitment message, schedule and make presentations, provide intranet content, etc.

### **Community Outreach and Retention**

- Liaise with program staff about changing family needs in each community
- Ensure resource centres are fully stocked with family outreach material
- Provide written and promotional support where needed
- Provide retention support to program staff as needed

### **Research**

- Work with the Intake Coordinator to track why people are applying
- Conduct regular surveys, focus groups, etc. to better gauge how to attract more volunteers
- Connect with other agencies to learn about their tactics
- Keep current about recent local trends in volunteerism
- Other research as assigned

### **Media Relations**

- Carry out all agency media tracking

### **Qualifications:**

- Diploma or degree in Communications, Marketing, Public Relations or a related field
- Minimum of two years related work experience
- Solid social media and graphic design skills
- Proven ability to work both independently and with a team
- Ability to creatively strategize and conceptualize tactics
- Strong organizational and time management skills
- The willingness to work some evenings and weekends
- Valid BC Drivers License and unlimited access to a vehicle
- Demonstrated abilities using Microsoft Office, Excel, PowerPoint, Word and InDesign
- Hootsuite is an asset

### **Reporting Relationship:**

The Marketing and Communications Coordinator will report to the Marketing and Communications Manager and work closely with various program staff.