

# POSTING

## MARKETING SPECIALIST

Permanent Full Time (35 hours per week)

(This position requires work outside normal office hours)

### WorkBC Employment Services

North Surrey & Newton Location

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The Marketing Specialist participates in all marketing activities planned in the annual plan as well as new opportunities that come up in the community and implements strategies to raise awareness of WorkBC Employment Services and Options Community Services (OCS) in the community. This includes cultivating and maintaining positive relationships with service and partner organizations, local employers, government agencies and other stakeholders, through coordinating marketing and promotional campaigns and initiatives (e.g. newspaper ads, posters, rack cards, promotional folders, and social media activities) In addition, this position maintains the program's website.

#### KEY DUTIES AND RESPONSIBILITIES:

1. Coordinates design and development of marketing and promotional materials; adheres to established branding standards for both WorkBC and OCS; stays current with WorkBC regulations and policies pertaining to marketing and communications (eg. Media relations protocols, event planning guidelines, etc.)
2. Assists in research, planning and implementation of marketing strategies for all elements of WorkBC services to target employers and diverse client groups.
3. Coordinates and conducts marketing and outreach activities to community agencies, organizations and employers.
4. Supports staff in developing networks with employers in a variety of industries to ensure strong liaison with local employers.
5. Coordinate activities with OCS community profile team & maintains Facebook, Pinterest, LinkedIn, Twitter accounts for the program; maintains strong social media presence.
6. Participates in website design and website upkeep.
7. Maintains familiarity with local employment/labour market trends.
8. Tracks all marketing and community engagement activities and assists in completing quarterly marketing report with input from other team members involved.
9. Helps organize, participate, generate and plan hiring fairs, festivals and other events with employers to build opportunities for networking, program awareness and/or job placements.
10. Liaise / work cooperatively with other marketing representatives in the community.
11. Performs other duties as assigned.

## QUALIFICATIONS

### Education, Training and Experience:

- A post-secondary diploma in communications and / or marketing plus work experience in a related field
- Or a combination of relevant training and 2 years of experience.
- High level computer skills - Word, Publisher, Excel, PowerPoint, Adobe design software; flair for media design
- Sales training is an asset
- Knowledge of WorkBC Employment Services is an asset.

### Job Skills and Abilities:

- Demonstrated understanding of designing and developing effective marketing materials
- Strong ability to develop effective marketing strategies using print and web-based media, as well as face-to-face promotions
- Strong oral and written communication skills, interpersonal skills and confidence in making promotional presentations to groups and individuals
- Flexible and committed to contributing to a team; demonstrates a 'can-do', 'will do' attitude.
- Must be independent, self-motivated and have a mature disposition
- Comfortable working in a fast-paced work environment
- Alert to the needs of a performance-based model
- Proven ability to meet deadlines, targets and goals
- Second language is an asset
- Ability to identify sensitive issues and maintain confidentiality.
- Must be sensitive to and respectful of cultural and lifestyle diversity
- This position requires use of a personal vehicle for business purposes.
- Crisis Line experience an asset.

\* An eligibility list will be maintained for up to 6 months.

### CLOSING DATE:

Resumes will be reviewed starting [January 16, 2019] but the posting will remain open until filled and will close without notice.

### PLEASE APPLY TO:

Jagjit Gill, Senior Program Manager  
Options Community Services Society

Unit 160, 10362 King George Blvd.  
Surrey, BC V3T 2W5

Email: [employmentservices@options.bc.ca](mailto:employmentservices@options.bc.ca)

**No phone calls please.**

**Please include a cover letter clearly indicating the posting number [#A21258] and outlining your qualifications and related experience for the position.**