

We're Hiring!



MARKETING COORDINATOR

Posting Requisition	22168	Program	WorkBC Employment Services
Job Type	Regular, Full Time	Location	Surrey, BC
Hours of work	35 hours per week	Closing Date	Open until filled

Options Community Services is a non-profit registered charity providing social services primarily in Surrey, Delta, White Rock and Langley. We believe in helping people help themselves. We believe in collaborating with individuals, businesses, community groups and government to create focused, effective and responsive resources for the community.

The Marketing Coordinator reports to the Senior Manager of Employment Services and is responsible for coordinating, organizing and executing all aspects of the WorkBC annual business plan in collaboration with the management team. The Marketing Coordinator develops innovative marketing campaigns that raise awareness of WorkBC Employment Services and Options Community Services.

ACCOUNTABILITIES

- Coordinates, designs and develops marketing and promotional materials / collateral; 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.)
- Leads the planning, and the designing of innovative concepts to promote WorkBC North Surrey and Surrey Newton, as well as key services offered in the program to diverse groups and populations.
- Coordinates and conducts marketing and outreach activities for client recruitment to community agencies, organizations and local schools.
- Researches all required costing estimates according to policy; works within established project timelines and budget.
- Coordinate activities with OCS community profile team & maintains social media accounts such as Facebook, Pinterest, LinkedIn, Twitter for the program; maintains strong social media presence.
- Participates in website design and content updates.
- Maintains familiarity with local employment/labour market trends as to how that information can guide client recruitment strategies.
- Tracks all marketing and community engagement activities and assists in completing quarterly marketing report with input from other team members involved.
- 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.
- Liaises with and work cooperatively with other marketing representatives in the community.
- Performs other duties, as needed.

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 (Adobe Suites, Illustrator, Photoshop, Presenter, InDesign); flair for media design

We are an equal opportunity employer committed to hiring a diverse workforce

Posted: 22-Oct-14

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- Sales training is an asset
- Knowledge of WorkBC Employment Services is an asset.

Skills and Abilities:

- Demonstrated experience creating, launching and tracking social media campaigns.
- Knowledge of and experience with digital marketing, digital advertising, marketing analytics, social media, search engine optimization (SEO), and/or project management.
- Familiarity with communications and design tools
- Exceptional oral and written communication skills, interpersonal skills and confidence in developing innovative campaigns and making promotional presentations to groups and individuals
- Demonstrated team player attitude with awesome interpersonal and relationship building that enjoys working in a collaborative, busy and fun environment.
- Ability to multi-task and think outside the box to assist and work with other teams within the organization.
- Enjoy learning new task with high attention to detail and with ability to identify sensitive issues and maintain confidentiality.
- Alert to the needs of a performance-based model
- Proven ability to meet deadlines, targets and goals
- Must be sensitive to and respectful of cultural and lifestyle diversity
- Second language is an asset
- This position requires use of a personal vehicle for business purposes.

SPECIAL REQUIREMENTS

- Successful candidates will be required to provide a current and satisfactory Criminal Reference Check / Vulnerable Sector search preceding their start date.
- Applicants are required to provide proof of Covid -19 vaccination.

**An eligibility list may be maintained for up to six months. Eligible applicants may be offered a casual position. This position is open to all qualified applicants.*

PLEASE APPLY TO: Jagjit Gill, Senior Program Manager
Options Community Services Society
Email: Jagjit.gill@options.bc.ca

Please include a cover letter clearly indicating the posting number [posting #22168] and outlining your qualifications and related experience for the position.