



MARKETING GENERALIST

About Us

The Immigrant Employment Council of BC is a dynamic not-for-profit that helps BC employers recognize the collective value immigrants bring to the workforce, positively impacting our society and economy. As a growing organization, our programs break down barriers that keep BC businesses from making full use of the diverse skills and experience immigrants bring. We help immigrants build a new life in Canada by creating pathways to employment and community engagement.

If you want to join an innovative and purpose-driven team that is building a prosperous and inclusive future for British Columbia apply to join the Immigrant Employment Council of BC.

About the Role

We are seeking a self-motivated and results-driven individual to support the development and implementation of marketing & communications with guidance from the Communications Manager.

You will coordinate our content calendars, design briefs and production calendars. You will also be curate content for our marketing & communication needs and involved in IEC-BC's new initiatives. Lastly, you will promote organizational events, respond to third-party vendor requests, and assist the Communications Manager with day-to-day project needs including admin tasks.

You have several years experience in digital marketing, graphic design, and knowledge of Canadian Press Writing. Most importantly, you are optimistic, passionate about the power of design, creation of briefs, writing, and creativity to make an impact in people's lives.

Department: Centralized Services

Reports to: Manager, Communications

Main Responsibilities

Content Marketing: 50%

- Research immigration-related issues, source reports and collect data to meet the organization's marketing and communication needs.
- Research the latest trends in social media and content marketing and provide monthly insights.

- Provide content writing support for IEC-BC's communications production calendar, social media updates, presentations, online, podcasts, videos, digital campaigns, media requests and other resources.
- Engagement across IEC-BC's social media channels and respond to daily requests.
- Execute strong, consistent campaigns across our marketing channels.
- Assist in the coordination, execution and planning creative briefs, project briefs and marketing campaigns.
- Promote IEC-BC's event campaigns.
- Copywriting experience considered a strong asset. Knowledge of writing for podcasts/video content would be beneficial.
- Review, edit and manage content created by various stakeholders.

Project Delivery: 35%

- Planning and organization of marketing deliverables daily and weekly.
- Updates teams on project development and timeline.
- Respond to communication requests from external stakeholders and staff.
- Provide report writing and research support for various reports.
- Provide proofreading and editing support for communication materials.
- Knowledge of video editing, web design, graphic design is considered an asset.
- Provide collective feedback and share weekly updates.

Administrative Support: 10%

- Prepare, update and document 'Creative Briefs'.
- Update SharePoint and Communication folders.
- Prepare monthly reports for: campaigns, analytics and other tasks assigned.

Other Duties as Assigned: 5%

- Provide weekly updates.
- Attend staff meetings.
- Other duties assigned by the Communications Manager.

About You

- You are an innovator. You find ways to make strategic improvements to existing processes and generate new ideas.
- You have an entrepreneurial spirit. You thrive in finding opportunities in challenges and solutions to complex problems.
- You believe relationships are critical to success. You can identify, build, and develop relationships with a wide range of organizations and stakeholders.

Required Education, Experience and Skills

- Post-secondary education, with a focus in marketing, communications, or journalism.
- Minimum 2-3 years related design agency or marketing & communications experience.
- Excellent writing, editing, and proofreading skills.
- Demonstratable graphic design skills. Ability to use Adobe Creative Cloud.
- A firm grasp of marketing theory, copywriting principles, SEO principles, and social

- media.
- Marketing and content writing/creation experience, preferably in the not-for-profit industry.
- Creativity, a collaborative spirit, easy to work with, humble, reliable, and organized.
- Ability to use multiple communication tools and intermediate tech skills.
- Demonstrated experience in project management, creation of marketing materials and sample portfolio.
- Strong time management skills and an ability to be flexible.
- Advanced proficiency in the use of MS Office Suite including: Word, Excel, Outlook, and PowerPoint.
- Bilingualism in French and English would be considered an asset.

Desirable

- Familiarity with graphic design and video editing tools.
- Experience using Customer Relationship Management (CRM) systems.

How to Apply

If you are an individual who thrives in a fast-paced, challenging work environment and wants to join a diverse and collaborative team, this could be the position for you.

Please submit relevant examples of your work with your resume and answer the following questions in your cover letter: what is your work philosophy, what is your writing style and why IEC-BC is the place for you, in a maximum of 500 words to recruitment@iecbc.ca by Thursday, February 25, 2021 at 5 pm PST. Please cite "**Marketing Role at IEC-BC**", in your subject line.

We kindly ask for no phone calls. Due to the high number of applications received, only candidates who are selected for an interview will be contacted.