

SQUASH BC - SUMMER EMPLOYMENT 2022

MARKETING COORDINATOR

Canada Summer Jobs Program Opportunity

Squash BC is seeking a creative, enthusiastic, and organized individual to join our team this summer as our Marketing Coordinator. The successful candidate will work directly under our Executive Director and closely with the rest of our team to put forth effective and engaging marketing and communications content across our channels.

This position is based primarily in our Vancouver, BC office. Squash BC offers a flexible/hybrid work environment, including the ability to work partially remote. Details on responsibilities, requirements, term, and compensation are located below.

Responsibilities

The Marketing Coordinator will support Squash BC's strategic priorities through effective management of our digital marketing and communications channels. The Marketing Coordinator will work directly underneath our Executive Director and work closely with both our Program Coordinator and Operations & Membership Coordinator.

Specific tasks and responsibilities of this role include:

Social Media Management

- Design, write, and post content across our social media channels that supports our programs and member services
- Monitor our social media channels for opportunities to communicate with our audience

Email Marketing

- Own the production of our bi-weekly email newsletter
- Pitch and develop new ideas on additional targeted email communications
- Find opportunities for automated email communications

Website Management

- Write articles for our website blog related to our programs and initiatives
- Update our website content, as needed

Analytics and Reporting

- Monitor our web, social media, and email analytics and create regular reports
- Assess data for key takeaways and opportunities

Graphic Design

- Light graphic design work, as needed (some experience with Canva would be an asset)

Customer Service

- Respond to inquiries by email and through social media inboxes

Administrative

- Support the Squash BC Executive Director, Board, Committees, Staff, and Volunteers with additional administrative duties as needed

Requirements & Preferred Experience

Canada Summer Jobs Program Requirements

As this position is dependent on Squash BC receiving grant funding from the Canada Summer Jobs Program, the successful candidate must meet the requirements of that program:

- Must be between 15 and 30 years of age at the start of employment;
- Must be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act; and
- Must be legally entitled to work in Canada in accordance with BC legislation and regulations.

Preferred Experience

- Some related post-secondary education or equivalent work experience
- Prior experience with social media and/or email marketing and communications
- Strong organization and time management skills
- Strong communication skills
- Strong office software literacy, such as Microsoft Office or Google Workspace Suite
- Prior experience working with email newsletter and social media scheduling tools
- Experience using Canva or similar graphic design software would be considered an asset
- Ability to work independently and as part of a team

Compensation & Term

- Rate of Pay: \$18.00 / hour
- Hours: 35 hours per week.
- Term: May 2 - August 19, 2022 (16 Weeks)

Application Instructions

Interested candidates should submit an application, including cover letter and resume to Colin Latchford, Squash BC Executive Director by email at office@squashbc.com by Thursday, April 7, 2022 at 5:00 PM. Applicants may be reviewed on a rolling basis prior to the closing date.

About Squash BC

Squash BC is the non-profit organization that provides leadership and direction for the growth and development of the sport of squash in BC. Committed to collaboration and community, Squash BC channels the intensity and passion for the sport into opportunities for squash players of today and tomorrow. Through driving awareness and advocacy inside and outside the squash court, Squash BC's goals are to provide leadership in promoting the sport, provide access to funding, and enable lasting connections for its members across the province in a focused effort to grow participation.