

Communications & Marketing Coordinator

General Description

This position creates and oversees the BCCA Employee Benefit Trust's (BCCA EBT) marketing and communications plans. Working closely with our Business Development Team, you will create and implement marketing and communications plans and content that ensure an integrated and strategic approach to promoting the BCCA EBT using a variety of approaches, tactics, and measurements, including digital media, email marketing, social media, web analytics, and print, to ensure an optimal return on investment. You will also support the Client Services team in retention efforts through email campaigns.

Reports to: Vice President

Supervises: n/a

Core Competencies

Alignment with our Mission, Vision & Values

Our Mission- We anticipate our members' health and wellness needs, and provide a robust employee benefits plan that exceeds their expectations and protects them from life's uncertainties.

Our Vision- The long-term well-being of our plan members is protected and enhanced through their relationships with the Trust.

Our Values- Consistency, Loyalty, Innovation, Efficiency, Needs-focused, Trust

Responsibilities and Expectations

- Create and implement marketing plans in order to increase awareness, and promote benefit plans and events (ie. Flu shot clinics) in order to increase brand awareness of the BCCA EBT and contribute to the growth of our membership
- Lead, develop & implements digital marketing strategies, including content planning, creating, posting and monitoring
- Coordinate between multiple stakeholders
- Write compelling content for multiple channels/mediums including website, social media, email and print marketing collateral
- Working in collaboration with the Business Development Team, conduct market research, create strategies to attract new audiences and markets, and launch educational events
- Manage the marketing and communications budget
- Maintain and regularly evaluate website using Google Analytics
- Develop and apply metrics to measure and evaluate success of marketing efforts;

Required Skills & Competencies

- Marketing or Communications diploma or undergraduate degree with a minimum of two years' related experience in all aspects of developing, maintaining and measuring the success of marketing strategies to

meet organizational objectives; or an acceptable equivalent combination of education, training and experience;

- Demonstrated understanding and expertise in using digital advertising tools including Google Ads Manager, Google Tag Manager, and LinkedIn Ads
- Demonstrated understanding of Hootsuite or Buffer
- Thorough understanding of branding principles, digital marketing, social and multimedia campaigns, and web analytics as it relates to the wide range of marketing and promotion strategies and tactics
- Superior written and oral communication skills, including copywriting, coupled with highly developed interpersonal skills
- Proficiency in Microsoft Outlook, Word, and Excel
- Knowledge of Survey Monkey
- Knowledge of and ability to use email marketing software, specifically Mailchimp
- Knowledge of and previous experience working with CRM systems is preferred; We use Hubspot
- Self-motivated, flexible and open to changing priorities and managing tasks simultaneously
- Knowledge of Canva
- Proficiency in Wordpress

Objectives & Success Indicators

- **Consistency** - strive for and maintain excellence in client relations through outstanding communication, organizational and problem-solving skills
- **Loyalty** - positively promote our organization through dedicated partnership with existing and prospective clients
- **Innovation** - be a champion of positive change and flexibility in the work that you do; continuously look for innovative ways to improve client relations
- **Efficiency** - apply the principles of personal responsibility and accountability to your work and set an example of excellence for colleagues and clients
- **Needs** - focused- communicate and collaborate with colleagues and clients; offer mentorship, assistance and support in any way you can to ensure the highest level of service, community spirit and wellness
- **Trust** - demonstrate confidence and integrity in your dedication/ability to be accountable for decisions that have organizational impact

Working Conditions

We highly value work life balance and believe it contributes to our mental well-being. At the present time, our office and this particular role will work both from home and from the office. As we navigate through this uncertain future, this could change.

We have a number of COVID-19 safety measures in place. This includes a requirement for all new employees to provide proof of full vaccination, prior to their first day of work or the start of their employment.

What We Offer

You will find an open, respectful and cheerful work environment including benefits and perks. We offer a competitive salary, benefits package, patio pass, RRSP Match just to name a few. We are a supportive extended team and foster growth in our team members.

How to Apply

If your values are aligned with ours and you're eager for the opportunity to contribute to the growth of our organization, please apply with resume and cover letter to: careers@bccabenefits.ca by May 25, 2022 at 5:00 pm PST. We thank all applicants for their interest and only those who are shortlisted will be contacted.