



## Assistant, Marketing and Communications

16% of the Canadian population has a disability. In British Columbia and the Yukon, approximately 750,000 adults and 26,000 children have a disability that limits their independence and quality of life.

Help make a difference in the lives of children and young adults with disabilities at Easter Seals BC/Yukon. Since 1952, Easter Seals BC/Yukon has offered programs and services to children with disabilities and their families. Building on decades of experience, Easter Seals BC/Yukon is a trusted charity and established leader in the support of the disabled community. In BC and the Yukon, children and families are supported and inspired through programs and services delivered at Easter Seals Camps and Easter Seals House in Vancouver.

### Role

As a member of the Marketing & Communications team at Easter Seals BC/Yukon, the Assistant, Marketing & Communications, will provide support to the Manager of Marketing & Communications.

### Role specific responsibilities include:

- Assist in the development and production of a wide range of marketing and communication materials.
- Assist in preparing, writing and designing newsletters.
- Assist in the preparation and writing of press releases, briefs, blogs, interviews and similar documents.
- Update and manage website content.
- Liaise with external designers and suppliers to produce various marketing materials.
- Produce and/or edit videos for use in promotion.
- Create, design and write social media posts.
- Track and prepare reports on social media and website engagement.
- Assist in researching opportunities for social media engagement.
- Assist in the development of advertising for events, campaigns and promotions, including working with the local media and creating ad buys.

### Qualifications

- Advanced knowledge of Microsoft Office software (Word, Excel, Power Point and Outlook)
- Working knowledge of In-Design, Adobe Photoshop, Canva and MailChimp
- Knowledge and experience of multimedia and social media
- High standards of ethics and confidentiality to handle sensitive information
- Proven ability to effectively prioritize work, manage timelines, and accomplish desired outcomes
- Ability to exercise good judgement, show initiative and be proactive
- Excellent oral and written communication skills
- Extremely well organized and a self-starter with strong multi-tasking abilities
- Exceptional attention to detail
- Reflects the organization and brand in communications – tone, personality and messaging
- Ability to work effectively with other team members as well as function independently
- Ability to adapt and adjust in a changing environment
- Available for some evening and weekend hours

### Benefits

- Further develop your team and administrative skills
- Join an enthusiastic team who share a passion for helping others
- An opportunity to meet a wide range of people in various positions
- A chance to gain significant experience in the field of marketing and communications in the charity sector



**Commitment and Additional Details:**

This is an eight-week, full time temporary position funded by the Canada Summer Jobs Grant.

Applicants must be:

- between 15-30 years old
- Canadian Citizen, permanent resident or have been offered refugee protection

**Preferred Start Date:** Start date to be between May 1<sup>st</sup> – July 1<sup>st</sup>

**Remuneration:** \$14 per hour

**Apply**

Interested in this role? Send a resume and letter summarizing your qualifications and interest in this role to [info@eastersealsbcy.ca](mailto:info@eastersealsbcy.ca)