



About Easter Seals

Easter Seals BC & Yukon is one of British Columbia's legacy charities operating for over six decades to provide programs and services to better the lives of children and adults with diverse abilities. Operated by the BC Lions Society for Children with Disabilities (Society), Easter Seals BC & Yukon has helped 1.1 million families in need through transportation services, Easter Seals Camps, educational classes, Easter Seals House, post-secondary bursaries at regional colleges and universities, community access services, and patient care programs.

As a registered charity, the Society relies on the generosity of donors to fund their programs and services. Through individual and corporate giving, grants, special events, and major gifts and bequests, the Society directs and stewards its funds with the strategic guidance and fiduciary oversight from its Board of Directors.

Mission

Inspire communities across BC and the Yukon to support, and enable access for, individuals with disabilities.

Vision

Enable abilities in our communities.

What You'll Do

The "Manager, Marketing & Communications" is a subject matter expert with superior knowledge in developing integrated marketing and communication strategies, effective branding initiatives, and is an exceptional cross-channel storyteller and writer who understands the power of earned media.

Your skills allow you to positively position and promote Easter Seals BCY as a leader in the charitable sector to the media, the public, program partners in industry and government, and other key stakeholders to ensure overall strategic and business objectives are met.

The Manager, Marketing & Communications, is part of a results-oriented, dynamic team, dedicated to improving the lives of people living with disabilities. You are adamant about the link between people, culture, and brand and integral to further the organization's strategic objectives and overall mission.

Responsibilities

Planning / Operations

Works with the Vice-President, Engagement and Philanthropy to:

- Develop and manage the annual departmental budget and forecasts and maintain control of all accountable expenditures.
- Develop an annual integrated strategic operating plan for the department that builds out knowledge of and support for the organization's vision and objectives.
- Develop and implement specific departmental marketing / communication plans.
- Ensure metrics and reporting systems are in place to track the department's performance against established goals and objectives.

People

- Oversee a small team; manage staffing requirements, oversee staff performance, and implement annual work plans.
- Coach, mentor and provide developmental opportunities for staff.
- Collaborate with key internal and external stakeholders to realize marketing and communications goals.
- Coach content experts within the organization to achieve communications successes in media relations and public speaking.

Communications / PR

- Manage all media relations activities.
- Develop and implement annual earned media strategy to support strategic objectives.
- Collaborate, manage, and plan key organizational PR initiatives.
- Responsible for the organization's digital strategy, including web maintenance and social media platforms.
- Ensure inclusive, diverse, and accessible communications.
- Review, develop, and maintain mechanisms for improved internal communications to staff and volunteers.

Marketing

- Develop and implement marketing strategies for organizational programs.
- Oversee the design, production and dissemination of marketing collateral as required by specific departments and the organization.
- Act as brand manager, ensuring consistency in all marketing and communication materials.

Risk Management

- Ensure communications risk management policies and procedures are in place.



- Support VP Engagement & Philanthropy in managing crisis to minimize organization's impact and reputation.

Research & Reporting

- Analyze and report on all aspects of communications and marketing, implementing effective evaluation mechanisms to measure departmental success.
- Keep up to date on best practices within the charity sector generally and particularly changes to communications innovation and codes of practice.
- Conduct research when and where appropriate to ensure results driven strategies.

Undertake additional responsibilities as directed by the VPEP.

What you bring

- Undergraduate degree, certificate in PR, communications, marketing, or journalism.
- Minimum three years' management experience.
- Solid understanding of marketing & communications management principles.
- Working knowledge of the media, including processes, tendencies, and trends.
- Working knowledge of Adobe Creative Suite and WordPress.
- Excellent oral and written communication skills.
- Well organized, self-managed with strong multi-tasking abilities and the ability to lead multiple high-priority projects simultaneously.
- Familiarity with research and reporting using qualitative and quantitative methodologies.
- Ability to adapt to changing environments and priorities and use data insights to improve work methods.

Nice to have:

- Experience in the Non-profit sector.
- Experience using CRM systems such as Salesforce or Raiser's Edge.
- Experience managing and motivating volunteers.

What's In It for You?

We invest time and resources into making sure Easter Seals BC/Yukon is as good as the people we hire. Here are some of the reasons we attract the best people:

- Full-time, Monday-Friday, with occasional evening and weekend work.
- Environment: stimulating and challenging work environment
- Balance your life: flexible schedule, remote work options.



- Health: Medical Group Benefits
- Ongoing training
- Equal opportunities: We believe that all employees have the right to equality, equal opportunity, fair treatment, and an environment free of discrimination.

Diversity, equity, inclusion, and accessibility are essential to creating a meaningful and vibrant workplace. At Easter Seals BCY, we are committed to building a strong and representative team and encourage applications from members of all communities who are disadvantaged under the BC Human Rights Code. Easter Seals BCY is also committed to developing an inclusive, barrier-free selection process and work environment. Please advise if you require any accommodation measures to ensure you will be interviewed in a fair and equitable manner. Information received relating to accommodation requests will be treated with confidentiality.