



About Easter Seals

One in five (22%) Canadians aged 15 years and over has one or more disabilities. 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.

Now in its 75th year, Easter Seals BC & Yukon is one of BC'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), ESBCY 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.

Our Values

- **Excellence:** We strive to be the best in all that we do.
- **Relevance:** We commit to effectiveness, sustainability, and continuous improvement.
- **Integrity:** We are trustworthy and accountable.
- **Inclusive:** We treat everyone with respect, embrace diversity, and value the contributions of individuals and communities.
- **Collaboration:** We foster teamwork and build collaborative relationships.
- **Access:** We champion improved access for individuals with disabilities.

What You'll Do

Easter Seals BC/Yukon is seeking a Marketing and Communication Coordinator to play a pivotal role in advancing our mission to inspire communities across BC and the Yukon to support and enable access for individuals with disabilities. As part of our dynamic team, you will be responsible for: In this full-time position, you will work alongside the Marketing & Communications Manager to implement key marketing and communications initiatives supporting Easter Seals fundraising activities as well as the promotion of programs and services designed for children and adults with disabilities. This role has a strong writing component, developing and writing compelling client and donor stories for integrated marketing campaigns to support the organizational mission, build awareness and engagement for fundraising campaigns and activities and drive donations.

As the Marketing and Communications Coordinator, you will work independently while collaborating closely with all departments to ensure the appropriate marketing plans are crafted and executed across appropriate channels, that necessary audiences are reached and engaged, and activities are measured for key outcomes to meet organizational goals. This role also provides marketing support for the execution of events and program activities throughout the year.

More specifically you will:

- Write compelling content for website, social media, newsletters and email series, media, print and other marketing materials (including client and donor stories, event profiles, media releases and advertising content).
- Create, publish, and monitor posts across our social media channels including Facebook, Instagram, Twitter and LinkedIn with goals of increasing engagement and donations, driving traffic to the Easter Seals website, increasing program registration, membership and event attendance.
- Work with graphic designer to develop visual content for use on all platforms, including social media, web, newsletters, and print.
- Ensure the Easter Seals website is optimized, and content is current and accurate.
- Serve as liaison for print suppliers, photographers, graphic designers, web service agencies and other related promotions and marketing vendors.
- Measure and report result from marketing and communications activities with key internal and external stakeholders.
- Represent Easter Seals at events as needed.
- Perform other related duties as assigned.

What you bring

- A post-secondary degree or diploma in marketing, communications, journalism or equivalent experience.
- 1-3 years of experience in a marketing or communications role or equivalent.
- Exceptional writing and storytelling skills, with a strong understanding of channel-specific writing (media pitches, owned content, emails and newsletters, social writing) and the ability to write for multiple objectives.
- Understanding of best practices for paid, earned, and owned channels.
- Proficiency with MailChimp, Microsoft Office, Canva, Adobe Suite (InDesign, Illustrator, Photoshop).
- Proficiency with WordPress, content management software, editing (photo/video/text), presentation and communication skills.
- Experience with GA4 and other measurement and reporting tools.
- Excellent organizational, project and time management skills, with the ability to multi-task and work towards deadlines.
- High levels of integrity, trustworthiness, flexibility, creativity and compassion.
- The ability to work independently on tasks to completion.
- A passion for our community, their families, and our mission, day in and day out.

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
- Salary range: 50,000 CAD – 60,000 CAD
- 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.



How to apply

To apply, please send an email to esimon@eastersealsbcy.ca with your resume and cover letter before June 28, 2024. If you have any questions, don't hesitate to contact us.

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.