



## J O B   D E S C R I P T I O N

### Overview: Marketing & Communications Coordinator.

The BC Lung Foundation is one of the province's pre-eminent nonprofit organizations, founded nearly 120 years ago. Starting as an anti-tuberculosis society, we've grown and adapted to be the authoritative voice in *a//lung* health issues. These include asthma, smoking/vaping cessation, COPD, lung cancer, Covid, the flu, woodsmoke and air quality. Our role? To provide patient programs, generate internationally renowned research, and speak out in advocacy for the one in five British Columbians who live with lung disease.

We're looking for a Marketing & Communications Coordinator who'll support our high-profile fundraising events. This position calls for an excellent, adaptable-voice copywriter, with deep experience in graphic design, its software, and social media. The ideal candidate will join an energetic, motivated team, where "new is good" is the way of doing things. (And we're practically *obsessed* with finding the right fit with our friendly and supportive crew.)

### Position Overview.

Reporting to the Director, Marketing & Communications, you'd wear two hats: graphic designer and copywriter both.

- **Designing** digital communications, ads, collateral: *you can do it*, because you're proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign). You've got "the Eye" and the flair to turn out professional-caliber material that *sings*.
- **Writing** an email to volunteers? *Easy*. Writing copy for a gala event? *Sure*. Speaking notes for senior leadership, or a Board member? *Not a problem*. You're a natural-born and trained writer, with "the Ear" for the right voice, and how readers "listen".

Working closely/daily with the Manager, Events & Engagement, you can grasp from the planning stages what an event will turn out to be: what we're marketing, and how we're going to communicate about it. We have three major annual events, and the planning for each is months in the making.

- February: Climb the Wall
- August: The Ride for Lung Health ("The Ride")
- November: Wonder Gala

You can find out more about them through our Facebook and Instagram pages.

## Executorial Requirements.

- Proactive management of event-related MarCom work: recruitment/participants; detailed communication planning, executing and tracking.
- Creating and implementing the look, tone, and voice of each event, while maintaining Foundation brand identity. (You'd be working on Foundation brand projects, as well.)
- Developing communications materials for disparate audiences: participants, donors, prospective donors, sponsors, vendors, other partners associated with the events.
- With the Director, managing the work of the Marketing Assistant, a position staffed year-round by a university Communications Co-op student.
- Assisting the MarCom team with adding pages to our new, agency-designed website.
- Communicating flawlessly through email, social media, paid digital, print.
- Assisting with media relations: releases, interviewing; work with videographers, *et al.*

## Qualifications and Skills.

The ideal candidate for this position has:

- Relevant post-secondary education, and two-three years' experience in marketing/advertising, either agency or client-side. We'd like to see your portfolio!
- Wizardry with:
  - Copy development, execution, proofreading in all Events MarCom projects.
  - Graphic design: page balance, typography and palette come naturally to you.
  - Adobe Creative Suite (Photoshop, Illustrator, InDesign); Canva a bonus.
  - Social media, across all major channels, paid digital knowledge, analytics.
  - Microsoft Office 365: Word, PowerPoint; Excel, and Constant Contact/other CRM software a bonus.
- Exceptional interpersonal and communication skills: an ability to communicate clearly and concisely in verbal and written forms.
- Have a strong sense of internal-client service; professional, friendly demeanor with volunteers, donors and the public as those interactions occur.
- Experience working/volunteering with a nonprofit organization an asset.
- A willingness to travel occasionally (Vancouver/the Lower Mainland); possess a valid Class 5 British Columbia driver's license.

## Nice to know.

- **Salary range: \$55,000 - \$59,000.**
- The BC Lung Foundation's four-day work week: 8 am - 5 pm, Monday - Thursday.
- We offer a highly competitive benefits package.
- We're located in an up to date, 1908 Heritage building at 2675 Oak Street.
- We're peopled with outgoing, helpful colleagues, and hope you're the same.
- **For more information about the BC Lung Foundation, visit: [www.bclung.ca](http://www.bclung.ca)**
- **Please email your cover letter and resume to: [shaheen@bclung.ca](mailto:shaheen@bclung.ca)**
- **Job will remain open, until we find that rockstar candidate.**