



Now hiring: Marketing Coordinator

Position type: Junior

Start date: ASAP

Salary range: \$50,000-\$60,000 per year plus an excellent benefits package

Location: Lower Mainland

Reports to: Marketing Manager

Full-time permanent position

Be inspired, and inspire others. Build opportunities that change lives, including your own. Engage people of all backgrounds so that others may be engaged. Be part of one of the largest and most respected sport organizations in the world. Welcome to Special Olympics BC!

In this role, you will be a key member of our marketing and communications team, working collaboratively to enrich the lives of people with intellectual disabilities and create inclusion through sport.

The successful Marketing Coordinator will:

- Lead Special Olympics BC's digital media library (video and photos) by updating the management process and executing ongoing maintenance to ensure effective deployment of assets by all staff and stakeholders.
- Collaborate with stakeholders to produce engaging and innovative content for SOBC's social media channels, to achieve organizational strategic goals and meet partnership needs. Video content (e.g. Reels, YouTube, TikTok) will be a focus.
- Monitor, assess, and share results from SOBC's social media channels, website, and email marketing, to help SOBC achieve our strategic goals and execute reporting requirements.
- Actively manage SOBC social media channels to ensure authentic engagement and support of our online community and effective back-end processes.
- Support SOBC's production and ongoing management of marketing assets, including advertising campaigns and signage.
- Maintain a strong understanding of SOBC's brand to execute marketing opportunities for sport, fundraising, and awareness events and programs.
- Use existing brand templates to execute graphic design needs for SOBC marketing.
- Monitor and deploy digital marketing best practices for non-profit settings.
- Support execution of website and email marketing content, photography, and videography on an as-needed basis.
- Believe strongly in the Special Olympics mission, vision, and values.
- Be comfortable working at home, at the SOBC office in Burnaby, and at SOBC events around the province as assigned.
- Be willing to work some evenings and weekends.



What you'll bring:

- Post-secondary degree/diploma, or equivalent experience, in marketing, communications, or related fields
- One to two years' experience working in marketing and/or communications
- Ability to effectively convey information through digital marketing techniques
- Very strong organizational skills and attention to detail
- Comfort managing many competing priorities and deadlines with complete accuracy
- Ability to produce photography and videography
- Familiarity with software and online tools (Canva) to turn video and photos into professional and engaging content
- Experience managing social media accounts and communities (Facebook, Instagram, X LinkedIn, TikTok, YouTube)
- Awareness and interest in emerging social media tools and trends to see how they can be incorporated into current department marketing strategies
- Strong writing abilities with experience across a variety of platforms
- Strong knowledge of Microsoft Office suite and business products
- Passion for providing top-quality service while collaborating with Special Olympics BC athletes, volunteers, families, supporters, and fellow staff
- Valid driver's license
- Ability to pass a Criminal Record Check

Helpful (but not required) assets:

- Experience in graphic design, ideally using Adobe Creative Suite
- Experience in website maintenance and/or email marketing

This position will require you to work some evenings and weekends, and have some travel throughout B.C. At present, Special Olympics BC staff are working in a hybrid work from office/work from home model. Special Olympics BC reserves the right to change this model.

How to apply

If this is your dream job, please **apply with a cover letter and resume immediately** to jkym@specialolympics.bc.ca. This posting will close once we have found the right individual.

We sincerely thank all interested applicants. Only those selected for interviews will receive replies.

About Special Olympics BC

Special Olympics BC is dedicated to enriching the lives of individuals with intellectual disabilities through the power and joy of sport. In 55 communities around the province, we provide year-round training and



competitive opportunities in 18 different sports to more than 3,200 athletes of all ages and abilities, thanks to the dedicated efforts of over 1,800 volunteers. To learn more, please visit www.specialolympics.bc.ca.

Special Olympics BC hires on merit and is strongly committed to fostering an inclusive workplace and equality and diversity throughout our community. We welcome applications from Indigenous persons, visible minority group members, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

The Special Olympics BC provincial office is gratefully and respectfully located on the lands of the Coast Salish, Qayqayt, səliłwətaʔt təməxʷ (Tsleil-Waututh), Skwxwú7mesh-ulh Temíxw (Squamish), S'ólh Téméxw (Stó:lō), Stz'uminus, and xʷməθkʷəy̓əm (Musqueam) Peoples. We also recognize all traditional territories where Special Olympics BC members are working, living, and playing.