



Associate Director, Marketing
(Posted: March 24, 2023 – April 7, 2023)

Job ID #: 2023-Communications-01

Position: **Associate Director, Marketing**
ISSofBC Welcome Centre – Vancouver
Regular full-time (hybrid) position at 35 hours per week starting on May 1, 2023

At ISSofBC we believe in:

- ❖ Working with **purpose**
- ❖ We aspire to **improve**
- ❖ We cultivate **belonging**
- ❖ We are **genuine**

Why choose us!

Join ISSofBC, one of the largest and first newcomer and refugee agencies in Canada. As well as being a values-driven organization, we pride ourselves on diversity, inclusion, innovation, and transparency. You can make lifelong friends and connections when you join our family. What's more, we also have multiple locations and offer flexible working and shorter working weeks than most organizations.

Summary: Working in a team with our Director, Communications and Marketing and Marketing Manager, the Associate Director, Marketing will develop, plan and implement marketing projects across Settlement, Career and Language Services, as well as ISSofBC as a whole. They will work closely with Program teams. He/she will be a self-starter with a wish to innovate and trial new ideas.

Reporting To: Director, Communications and Marketing

How You'll Make a Difference

- Develop, plan, test, monitor and evaluate marketing campaigns aligned with specific goals of ISSofBC's settlement, language, and career services for newcomers to Canada. Maintain an overview of all marketing and ensure consistent and best practices are adopted across the organization.
- Work with program staff to help define specific marketing strategies and how to best reach target markets. This will be informed by the market research results conducted in FY 2022.
- Develop key performance indicators and evaluate their success.
- Implement new branding across all departments, in line with overarching ISSofBC guidelines.
- Support the director with the launch of client ambassadors.
- Develop proposals and work to develop multiple marketing partnerships.
- Oversee training in marketing skills and capacity building for staff across ISSofBC.
- Work with the director and manager to ensure optimum staff onboarding across ISSofBC.
- Line-manage the marketing manager.
- Performs other related duties as assigned.

IMMIGRANT SERVICES SOCIETY OF BRITISH COLUMBIA

HEAD OFFICE: 2610 Victoria Dr. Vancouver, BC V5N 4L2

T: 604-684-2561

E: info@issbc.org

www.issbc.org



What You Bring:

Post-secondary degree **OR** an equivalent combination of education, training, and experience. 10-15 years of experience in marketing. Familiarity with the programs/services and resources available to newcomers in British Columbia is an asset.

What Makes You a Change Maker

- Strong ability to innovate, research and test ideas, with the ability to see the bigger picture and what is required by Senior Leadership.
- Solid understanding of all offline and online marketing options.
- Strong project management skills, as well as attention to detail.
- An empathetic and open relationship builder.
- Must be a self-starter and able to project manage, prioritize tasks, manage budgets, and meet deadlines.
- Must have strong analytical skills.
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading.
- Demonstrated proficiency on major digital platforms and best practices including social (Facebook, Instagram, Twitter, LinkedIn, YouTube), website development and content management, email marketing, Search Engine Optimization (SEO) and Google (Google Ads).
- Motivation and enthusiasm to work with multiple nationalities and cultures, both within the organization and among our target audiences
- Experience working in the private sector or with start-ups is a plus.

ISSofBC Value Proposition

- Role Salary Range: \$42.0 - \$52.0 per hour. Annual salary range: \$75k- \$85k. *Dependent on education, training, experience, and internal equity. Wage grids are reviewed annually.
- 105 hours of vacation and 35 hours of personal leave
- Extended health and dental benefits
- Employer matched RRSP with contributions up to 5%
- Hybrid work opportunity
- Values-based organization with collaborative peers with a wide range of backgrounds and talents
- Inclusive culture and innovative workplace with opportunity for new approaches

ISSofBC's mission and values emphasize inclusivity and recognition of individuals' unique talents. In recruiting and developing our staff, we see strength in diversity of backgrounds, lived experiences, and identities. We welcome and encourage applicants who bring new perspectives and experiences to our team.

If you are passionate about making a difference, apply now!

Applications must include "2023-Communications-01" in the subject line and can be sent to: jobs@issbc.org. **All applicants are requested to submit a Cover Letter, outlining their interest in this role, and Resume as a single document in doc or pdf format.

For Internal Applicants – existing employees and volunteers, please indicate "INTERNAL <job ID number>" in the subject line. Applicants must be eligible to work in Canada. We thank all applicants; however, only those shortlisted will be contacted for an interview.

Applicants must be eligible to work in Canada. We thank all applicants; however, only those shortlisted will be contacted for an interview. **Closing Date: By 4 pm, Friday, April 7, 2023**