Vancouver Pride Society

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Marketing Specialist

About Us

The Vancouver Pride Society (VPS) produces the annual Vancouver Pride Parade and Vancouver Pride Festival, in addition to other annual events. VPS strives to produce inclusive, celebratory events, and advocate for 2SLGBTQAI+ communities through an intersectional lens.

Position Description

As the Marketing Specialist focusing on digital content and social media strategy, you will play a pivotal role in enhancing VPS’ online presence and engaging our audience through compelling content and strategic social media campaigns. You will collaborate with the Communications Manager and the other teams to create and implement content strategies that align with our values.

Key Responsibilities

★ Develop and execute a comprehensive content strategy and calendar that aligns with the organization’s voice and marketing objectives.
★ Create, curate, and publish content across various platforms.
★ Manage website updates, including but not limited to event listings, page creation and updates.
★ Coordinate email marketing campaigns, including copy, scheduling, testing, reporting and database management.
★ Monitor and analyze content performance using relevant metrics and adjust strategies accordingly.
★ Assist in executing relevant sponsorship deliverables.
★ Monitor social media channels for comments, questions, and feedback and respond in a timely and professional manner.
★ Provide social media coverage during events.
★ Assist with event set up and take down as needed.
★ Perform other related duties as required to fulfill any changing needs of this role.
Core Competencies

The applicant will be expected to perform duties consistent with being a Marketing Specialist as assigned by the Communications Manager. The successful Marketing Specialist candidate will possess the following skills and attributes:

★ Excellent writing skills and an ability to write for, and make content accessible to all levels of users
★ A firm grasp of various marketing platforms, channels, and best practices, including social, digital and email marketing
★ Graphic design and video editing skills
★ Ability to prioritize and handle multiple tasks and deadlines
★ Strong organizational and multitasking skills
★ Ability to stay calm in a high-stress situation
★ Experience with Google Drive and Google apps such as Docs and Sheets
★ Familiarity with 2SLGBTQAI+ communities and associated terminology
★ Flexibility to work weekends and evenings as required

Assets

★ Educational background in Communications or Marketing
★ Experience with Adobe Suite
★ Experience working in events
★ Intermediate knowledge of photography and videography
★ Experience with crisis management/communications

Compensation

Compensation is $28/hr. This position is 40 hours a week, generally from Mon-Fri during office hours, but requires flexibility to work evenings and weekends for events. This is a full-time year-round position.

Diversity

Vancouver Pride Society is committed to seeking and sustaining a diverse and inclusive organization, QTBIPOC folks will be prioritized for this position. However, we encourage all folks under the 2SLGTBQIA+ umbrella to apply.

Application

To apply, please submit a resume in a single PDF document to jobs@vancouverpride.ca. Cover letters and portfolios are welcomed but not required. Please include “Marketing Specialist “ in the subject line.

The deadline for applications is September 28, 2023. Applications will be reviewed on a rolling basis and interviews will be scheduled accordingly.