



Vancouver Pride Society

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Bilingual Content Coordinator

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 a **Bilingual Content Coordinator**, you will be at the forefront of developing and executing content strategies in both English and French, ensuring the brand's message resonates effectively with the target audience. Collaborating closely with the Marketing Specialist, you will play a key role in planning, creating, and optimizing content across various platforms. This dynamic position requires a creative and detail-oriented individual with proficiency in both languages and a passion for crafting engaging content.

Key Responsibilities

- ★ Produce bilingual copy for social media, newsletters, website, on-site signage, and our blog.
- ★ Manage website updates, including the maintenance of ads for sponsors.
- ★ Collaborate with the Communications Manager in developing the Pride Magazine for the season.
- ★ Generate topic ideas for blogs, social media posts, and marketing campaigns.
- ★ Assist in executing relevant sponsorship deliverables, ensuring contractual obligations are met.
- ★ Provide social media coverage during events to enhance brand visibility and engagement.
- ★ Assist the team monitoring social media channels for comments, questions, and feedback and respond in a timely and professional manner.
- ★ 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 Bilingual Content Coordinator as assigned by the Communications Manager. The successful Bilingual Content Coordinator 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 both in English and in French
- ★ A firm grasp of various marketing platforms, channels, and best practices, including social, digital and email marketing
- ★ 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 and Airtable
- ★ Familiarity with 2SLGBTQAI+ communities and associated terminology
- ★ Flexibility to work weekends and evenings as required

Assets

- ★ Educational background in Communications or Marketing
- ★ Experience with Graphic Design and Video Editing
- ★ Experience working in events
- ★ Intermediate knowledge of photography and videography
- ★ Experience with crisis management/communications

Compensation

Compensation is \$27/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 contract position from April 1, 2024 - August 31st, 2024.

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 “**Bilingual Content Coordinator**” in the subject line.

Applications will be reviewed on a rolling basis and interviews will be scheduled accordingly. Deadline for applications is: Mar 15, 2024