



OVERVIEW

The British Columbia Chiropractic Association (BCCA) is the voluntary professional organization that represents BC's chiropractors. We are dedicated to advancing the chiropractic profession through public awareness, advocacy to government, and collaborating with other health professionals to improve the lives of British Columbians.

It's an exciting and busy time at the BCCA, and we are seeking a passionate, creative, and articulate marketing professional to join our team as a Digital Marketing Specialist. Working with the Senior Manager, Marketing and Communications, the focus of this role will be to create digital and print assets, develop and deploy of our social media calendar, and maintain our website, as well as ongoing contributions to the brand integrity of the BCCA. We are small and mighty team that leans into the natural intersection between our departments.

In this role you will also have an opportunity to contribute to the success of many of the Association's impactful projects, including:

- The BCCA's new Diversity, Equity, and Inclusion program
- Developing assets and educational components for our new member marketing library
- Creating meaningful and compelling resources to support the BCCA's government relations work, including advocating for vulnerable patients (i.e., an increase in MSP Supplementary Benefit amounts, funding for pilot projects, to name a few.)

This new role demands enthusiasm, superior written and verbal communication skills, and keen attention to detail. We are also looking for that fine balance between being independent, self-motivated and a high level of involvement and collaboration with team members.

REPORTING RELATIONSHIPS

Senior Manager, Marketing and Communications

STATUS

Part-time permanent (22.5 hrs/week)

LOCATION

Richmond, BC



DUTIES AND RESPONSIBILITIES

Marketing and Brand integrity

- Develop and curate content for social media platforms that aligns with the Association's social media strategy
- Create a weekly social media calendar, schedule posts via Hootsuite, and develop and deploy engagement/growth strategies
- Evaluate and monitor social media performance on an ongoing basis, analyze key metrics, and create comprehensive reports
- Create graphic design assets to support the BCCA's promotional and advocacy activities including, presentations, brochures, cards, print ads, website/landing pages, and social media posts
- Work with the Senior Manager to review digital platforms, update and maintain the Association's website, and optimize SEO
- Conduct market research and identify trends
- Support marketing and communications initiatives with the planning, execution, and tracking of marketing programs and campaigns
- Assist in the maintenance and creation of email distribution lists

SKILLS

- Demonstrated ability to leverage social media platforms to promote a business/organization (experience with a member-based association is an asset)
- Demonstrable experience creating, curating, and strategically scheduling social media content for a business/organization
- A strong sense of design fundamentals and the ability to create impactful print and digital assets that align with brand guidelines (including promotional materials, social media posts, videos, etc.)
- Demonstrable experience writing compelling copy
- Strong communication skills and acute attention to detail
- Ability to work effectively both independently and within a team

REQUIREMENTS

- A post-secondary degree or diploma in Marketing, Communications, or Graphic Design (or equivalent experience)
- Minimum of 5 years' experience working in a marketing role – previous experience working for a member association, or a not-for-profit is an asset
- Demonstrable experience monitoring and reporting on social media and web analytics (Hootsuite, Google Analytics) for a business/organization
- A high level of proficiency with Adobe InDesign, Adobe Illustrator and Photoshop
- Knowledge of WordPress and HTML is an asset.

THIS POSITION DESCRIPTION WAS LAST REVISED ON JANUARY 17, 2022.