



BC & ALBERTA GUIDE DOGS

GUIDE DOGS • AUTISM SERVICE DOGS • OSI-PTSD SERVICE DOGS

bcandalbertaguidedogs.com



A Division of BC Guide Dogs

Marketing & Communications Coordinator - Delta, BC

Full-Time Position, In Office

Background

BC & Alberta Guide Dogs is a registered charity that provides professionally trained Guide Dogs to blind/visually impaired individuals, Autism Service Dogs to children with autism, and OSI-PTSD Service Dogs to Veterans & First Responders in BC & Alberta.

Position Summary

We are looking for a Marketing & Communications Coordinator who is experienced and excited by the opportunity to provide content and communications support and assist with the implementation of the marketing and storytelling for BC & Alberta Guide Dogs.

You are highly organized and process driven. You are an active and organized team player who is capable of handling diverse project deliverables on time. You are performance-minded with a passion for elevating the brand.

Reporting to the Director of Development & Communications this role is responsible for the day-to-day communications needs across BC & Alberta Guide Dogs, including email marketing, social media, media relations, advertising, print publications, and management of the website.

Duties and Responsibilities:

- Act as an ambassador of BC & Alberta Guide Dogs assisting with engagement activities.
- Collaborate with departments to create program-related communications projects.
- Develop and implement a social media strategy to engage audiences.
- Implement a communications strategy to increase brand awareness and recognition.
- Implement media relations activities including building relationships with key media, writing/distributing news releases, responding to media inquiries, and monitoring news related to BC & Alberta Guide Dogs to maximize opportunities for positive PR.
- Serve as editor of all online tools, including social media, e-newsletters and website.
- Support the creation and production of print communications materials.
- Support the creation and publication of advertisements.
- Support website maintenance, including ensuring that the content is consistent and updated regularly.

BC HEAD OFFICE

7061 Ladner Trunk Road
Delta, BC V4K 3N3
Tel: 604.940.4504
Fax: 604.940.4506
Toll-free (Canada):
1.877.940.4504

ALBERTA OFFICE

11 - 6115 4th Street SE
Calgary, AB T2H 2H9
Tel: 403.258.0819
Toll-free (Alberta):
1.877.258.0819

VICD SERVICE DOGS

Office: Rms 9-10
744 Primrose Street
Qualicum Beach, BC
Tel: 250.909.0090
Mail: BC Head Office



CANADIAN
ASSOCIATION
OF GUIDE &
ASSISTANCE
DOG SCHOOLS





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Qualifications and Skills:

- A bachelor's degree in Marketing or Communications or a related field and 3 years of proven experience in a related role.
- Ability to adapt and respond to changing requirements.
- Ability to work independently and effectively with teams.
- Creative, imaginative, and innovative.
- Demonstrated interest, commitment, consistency, and a high level of self-awareness, personal maturity, and responsibility.
- Excellent interpersonal qualities including flexibility, effective communication, and relationship-building skills.
- Exceptional writing, editing and proofreading skills.
- Project management software expertise, such as Asana, is considered an asset
- Self-motivated, positive and able to take initiative.
- Strong process orientation, with excellent attention to detail, and the ability to thrive in a fast-paced, deadline-driven environment

Pay Range: \$50,000 to \$65,000

What We Offer:

4 weeks' vacation plus Christmas Eve, Easter Monday & your birthday off.

A comprehensive benefits package including coverage for health, drugs, vision and dental.

To Apply:

Please submit your resume, with cover letter highlighting your relevant work experience, to:
Nicole Langton, Director of Development & Communications

Nicole.langton@bcandalbertaguidedogs.com

Deadline for Application: February 2nd at 5pm PST

We thank all applicants for their interest, however, only candidates selected for an interview will be contacted.

No telephone inquiries please.

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